

Chemist & Druggist

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MAY 7 1977

THE NEWSWEEKLY FOR PHARMACY

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Chemist & Druggist, May 7

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hayfever and
summer colds



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in colds, catarrh
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Editor Ronald E. Salmon, MPS

Advertisement Manager Peter Nicholls, JP

Director Arthur Wright, FPS, DBA

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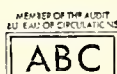
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Comment

Quid pro quo

As anticipated in C&D last week, the Government has announced details of its agreement with the pharmaceutical industry on promotions and prices after negotiations going back for some two years (p659).

There are three main planks in the agreement. The first—in the Secretary of State's order of priority—is improvement in the quality and control of the contents of advertisements for medicines prescribed under the National Health Service; the second “greatly strengthened” arrangements for regulating the price of medicines (with the quid pro quo that the Government will not seek to retain Section 41 of the Patents Act concerning compulsory licensing of pharmaceuticals).

But it is the third point in the agreement that will determine the success of the package—to “improve the confidence of the industry and encourage investment and research in the United Kingdom.” Clearly, it will be the attitude with which the Government approaches points one and two that will create or destroy the confidence that is the pre-requisite of investment and research.

Unfortunately, the Secretary of State did not make a propitious start at his Press conference to announce the agreement. In his statement to the House of Commons, Mr Ennals had expressed hope that restriction of sales promotion expenditure would “lead to less glossy literature falling on doctors’ doormats—I believe that doctors will welcome a more manageable post bag”. He later answered a Press question with the contention that he had no reason to believe that the amount of literature has greatly diminished since Sainsbury reported seven items a day—10 years ago. In fact, an authoritative figure available in mid-1976 showed that mailings were down to “1.5 per postal delivery day”.

Similarly, *The Guardian* on Monday attacked the industry's promotional tactics—but arrived at an £800 per doctor per year cost without allowing for representation, etc, to other professions.

Presumably the Minister is better informed when he felt the need to introduce Regulations to prohibit the use of misleading graphs and to prevent the misuse of such words as “safe”. Excesses in this area will be rightly controlled by law, but if the industry is indeed to find the “confidence” that is the key to the agreement's success, it will be looking for judgments based on facts rather than feelings. And the facts must not be “distortions”—any more than the advertisements!

For those in need

Welcome news for independent and prospective independent retail pharmacists comes this week from Herbert Ferryman Ltd, the Southampton-based wholesalers. Their new venture to provide finance and financial advice (p624) is not new in its aim, but seems better funded than some of its predecessors. Hopefully, its existence will encourage more viable businesses to be placed on the open market (rather than hawked round to the multiples) to give the independents a chance. The sooner such a scheme is available nationally, the better it will be for the pharmaceutical service.

New financial help for independents

Finance—and financial advice—to help keep viable pharmacies in independent hands, are being offered through a scheme announced by Numark wholesalers, Herbert Ferryman Ltd of Southampton.

Midland Industrial Investments Ltd, a subsidiary of the Midland Bank, are investing an initial sum of £4m in Ferryman, who claim to be one of the UK's largest privately-owned wholesale chemists. A new Ferryman subsidiary, Cranfordian Ltd, will aim to help independents on a larger scale than has previously been possible by provision of term loans.

Retain a consultancy

The service being offered will include advice on banking, overdrafts, cash flow management, property, security, VAT, shop fitting and site assessment. Loans will be available to assist young pharmacists wishing to go into business on their own and there will be financial advice for pharmacists considering retirement. "For example, instead of thinking only in terms of selling out to a multiple, the pharmacist who has built up a successful business should consider such things as retaining a consultancy in the business being sold, which would benefit not only his tax position but also his standard of living."

Midland Industrial Investments Ltd will also hold a separate 26 per cent interest in Cranfordian Ltd. Ferryman's financial director, Mr Peter Cox, FCA, will act as managing director with Mr Peter Cashmore representing Midland Industrial Investments. Cranfordian will operate in the Ferryman distribution area, where over 40 pharmacists have already used some or all of the services now being offered. One who has received considerable help from Ferryman is Roger Moore from Southampton, who says "I certainly would not be in business on my own were it not for Ferryman's assistance."

Some case histories—see p654.

Retail Consortium to press for easing of price code

Restoration of the 10 per cent cut in gross margin imposed on retailers in 1974 should have first priority in the revision of the price code currently in progress by the Department of Prices and Consumer Protection. Representations to this effect have been made to the Secretary of State, Mr Roy Hattersley, by the Retail Consortium, according to the chairman, Mr Joseph Godber, in Cheltenham last week.

"With the increased costs which we have had heaped upon us", said Mr Godber, "in all fairness the gross margin should be much more than 100 per cent of what it was in 1973 . . . It is surely not asking

too much to ask to be unfettered in making the same degree of profit as we were doing four years ago." The 10 per cent cut had forced many retailers to operate under the safeguard clause which permits a gross profit margin up to 110 per cent if the net profit is less than 80 per cent of the reference level.

If the Government refuses to restore the 10 per cent gross margin cut, the consortium considers that the net profit margin should be increased to 90 per cent and that the gross margin allowance under the safeguard clause raised to 120 per cent.

Turning to the provisions of the Price Commission Bill, Mr Godber said it was essential that a sufficiently large number of members of the commission should be practical people with recent experience in commerce and, particularly, retailing. The new powers to investigate particular retail firms were most unfair, since retailers already had to make regular reports on their gross and net margins, and if they exceeded the permitted margin they had to make reductions accordingly.

Grocers advised to seek medicine stockist image

Health and beauty aids offer a good opportunity to improve the grocer's turnover by enhancing the vital "one stop shopping image". The medicines part of the section should contain brands which will be comprehensive enough to label the store "a stockist of popular medicines".

This advice was given in *The Grocer* recently in an article which quotes suggestions from Beecham Proprietaries Ltd national accounts manager. The medicines should be brands which carry the reassurance of well established names, are supported by continuous consumer advertising and will "flag" sufferers' complaints. Product groups recommended are cold specific analgesics, indigestion remedies, cough mixtures, plasters, laxatives, gripe mixtures, "rheumatic remedies", tonics, rubs and inhalants, lint and cotton wool.

On the toiletries side, the advice is that promotional activity must be constant, as must be the featuring of manufacturers' special packs, to create "an atmosphere of excitement in which to exploit to the full the colourful, dynamic nature of the market".

Scottish nominations

The following are being nominated to the Secretary for Scotland as members of the National Pharmaceutical Consultative Committee:

General practice—Mr G. W. Allan, Edinburgh, Mr J. P. Bannerman, Glasgow,

Mr C. R. Blythe, Douglas, Mr D. C. Mair, Glasgow, Mr J. Stewart, Glasgow, Mr S. M. Woods, Ayr.

Hospital—Miss J. Fleming, Glasgow, Mr R. Leach, Dundee, Miss E. A. Meikle, Glasgow, Mrs B. C. Montgomery, Glasgow, Miss M. Nicol, Inverness, Mr S. Wozniak, Dunfermline.

Public limited company—Mr J. G. Davies, Edinburgh.

Secretary, Pharmaceutical General Council (Scotland)—Mr M. M. McNeill, Edinburgh. *Resident secretary, Pharmaceutical Society of Great Britain*—Dr J. Chilton, Edinburgh.

Academic—Dr D. Edwards, Aberdeen, Professor A. T. Florence, Glasgow, Professor A. R. Rogers, Edinburgh.

The following members of Executive are due to retire this year: Mr J. S. Galloway, Aberdeen, Mr D. C. Mair, Glasgow, Mr A. Matheson, Stornoway, Miss E. A. Meikle, Glasgow, Mr R. S. Morrison, Inverness, Mr A. Roxburgh, Prestwick. All are eligible for re-election. Voting papers will be issued on May 20.

Drug jars in Sotheby's Mentmore auction

Two Italian albarellos (pictured below) are among the contents of Mentmore House, Buckinghamshire, to be auctioned by Sotheby's, May 18-27. The jars, Faenza c 1550, are 13 inches high and decorated with panels of leaf scrolls in yellow, blue and ochre on alternate dark blue and ochre ground.

The inscriptions are *madiagora* (man drake) and *acorus* (calamus) roots. Included in catalogue, Vol 3 (porcelain), lot 2208 (left in the illustration) is expected to fetch £800-1,200 and lot 2209, £600-800. Five other drug jars, lots 2210, 2211 and 2216 are estimated at £800-1,200, £300-400 and £400-600 respectively. All are to be auctioned May 24.

On May 27, lot 3644, catalogue volume 5 (general contents) is expected to fetch £35-45. It consists of "Two Georgian double-ended silver medicine spoons each with one bowl of dessertspoon and the other of teaspoon size, 1759 and apparently 1774, and 40 other items". The sale is expected to attract collectors and dealers from all over the world.



Comeback of the small trader?

The small, independent, trader may eventually come back into his own, speakers from the National Chambers of Trade predicted at a Press conference in London on Tuesday.

The main reasons were the public's increasing demand for service and the increasing sense of responsibility towards small traders. Miss Mildred Head, the NCT's new president-elect (see also p629), said her policy during the next two years would be to encourage balanced business communities of both large and small traders in town centres. She deplored the way "superstores" drew trade away from these areas and hoped developers of new towns would follow the example of Milton Keynes in reserving units for specialist independent businesses. Mr L. Seeney, director general, told *C&D* that the NCT actively supported the principle of pharmacies being among these businesses. (The National Pharmaceutical Association is an affiliated organisation).

Fixed budget sought for family practitioners

District Practitioner Committees should take over the functions of the Family Practitioner Committees and work to a "closed" budget, recommends the Association of District Community Physicians in its evidence to the Royal Commission on the NHS.

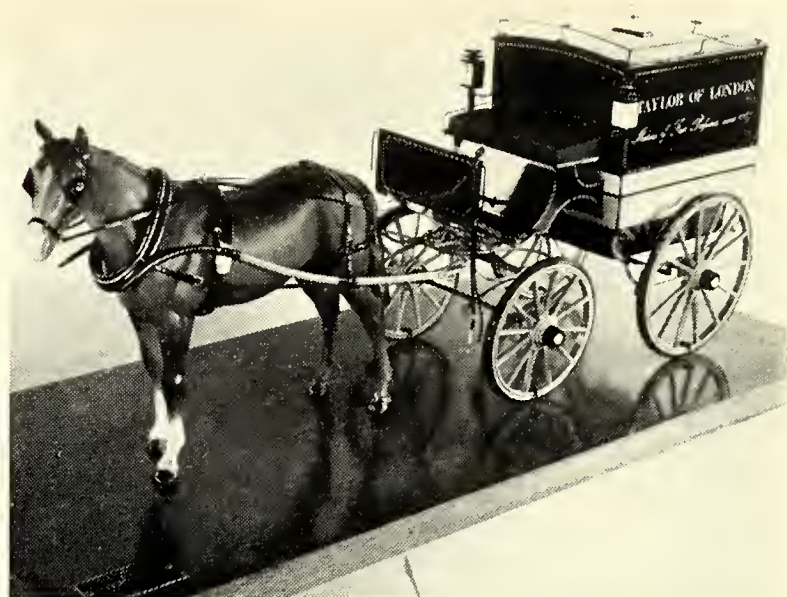
Pharmacists, doctors and opticians would be paid out of this budget, so that over-prescribing by a minority would deplete the residual pool out of which various incentive payments would be made. Family practitioners undertaking forms of care which reduced hospital costs should qualify for special incentive payments at the end of each financial year.

Accounting systems should be adapted to facilitate allocation and control of budgets by those on whose decisions the costs depend, the evidence continues. "This involves the consultant in charge of a department or service holding the total medical, nursing, pharmacy, paramedical, radiographic and laboratory budgets for his department, with the consequent incentive to avoid unnecessary investigation or needlessly expensive therapy in order to finance more desirable developments."

Committee meets

The Pharmaceutical Society's Statutory Committee is to consider seven cases plus two resumed inquiries, when it meets on May 10, 11, and 12 at 10.15 am, 1 Lambeth High Street, London SE1.

Taylor of London's display model is correct in every detail. A silhouette of the coach is used in advertising and sales literature



Taylor of London film wins top American award

Taylor of London, the Sloane Street perfumers, have won the Silver Screen Award at the US Industrial Film Festival in Chicago for a documentary film "Delivered in style".

The film depicts a typical day of the Taylor horse-drawn brougham making its delivery rounds in London's West End. On route it passes well-known landmarks, establishing the English character and quality of Taylor of London's products.

Also in the film are scenes taken at the Hampshire factory, showing pot-pourri being mixed by hand, pomanders being filled, and perfumed sachets, bath sachets and bath preparations being made from natural floral ingredients.

The aim of the film is to show overseas customers the quality and tradition behind

Taylor of London preparations, 40 per cent of which are exported. It has no commentary but has an original musical score to accompany the clip-clop of the horse's hooves.

The Award was presented to the director and producer of the film, Mr Derek Stewart of Random Film Productions on behalf of Taylor of London, in Chicago this week. The film will be available on loan to schools, societies and clubs on application to Taylor of London, 166 Sloane Street, London SW1X 9QF.

A 22in display model of the primrose yellow and black brougham (pictured above) was made for Taylor of London by Severn-Lamb, Stratford-upon-Avon. It is loaned to stores and shops and exhibitions where the company's products are sold.

Consumer protection in the year ahead

Clearly marked prices and more consumer protection were among the subjects selected for next year's action by Mr Roy Hattersley, Secretary of State for Prices and Consumer Protection, in a speech to the Society of Consumer Services Officers last week. The coming year, Mr Hattersley said, was a time for consolidating and extending existing powers, rather than for dramatic new legislative initiatives in consumer protection.

Under the Price Commission Bill, the Government was extending its powers to require price display for any class of goods or service. Next year will also see the extension of existing legislation on unit pricing. "If consumers are to see whether a particular item reflects good value for money, the price should be given in units which enable comparison to be made between different outlets. That is why unit pricing is a corner-stone of our policy on price display for those goods where prescribed quantities or standardised containers are not appropriate. That is why it must apply to all types of retail outlet," he explained.

Considerable progress was expected in 1977 on the safety of consumer products. By the end of the year it was hoped to have completed new regulations on a number of products, including babies' dummies, the construction of aerosol con-

tainers, the composition and labelling of cosmetics, and the labelling and packaging of dangerous chemicals.

□ In the Commons debate on the Price Commission Bill, Mrs Sally Oppenheim moved an amendment declining to give a second reading to a Bill which established a system of price control that would discourage investment and destroy jobs without any genuine benefit to the consumer. She said that because profit levels had been so depressed over the past three years, the only outcome of the price freeze envisaged in the Bill was that goods would disappear and be replaced by expensive imports. The amendment was defeated and the Bill read a second time.

Gift for Harry Steinman

The Council of the Pharmaceutical Society gave a reception for Mr Harry Steinman, OBE, FPS, and Mrs Steinman on Tuesday evening this week, marking Mr Steinman's "retirement" from pharmaceutical public life. He has been a member of Council since 1947 and has held office as president and treasurer (for a review of his political career, see *C&D*, April 23, p574). Council members subscribed towards a gift of two crystal decanters which were presented to Mr Steinman at Tuesday's reception.

Correspondence

course plans

Scottish pharmacists unable to attend existing postgraduate courses may be able to take a correspondence course instead.

The course, proposed by the Pharmaceutical Society's Scottish Department, would start in autumn 1978. There would be six tape or slide presentations for use by individuals or small groups and participants would have to complete some written work for assessment. The Scottish Home and Health Department is being asked to approve the course for repayment under the Health and Welfare (Provision of Instruction) (Scotland) Regulations 1968.

The plans were discussed at the Scottish Executive meeting on April 13. The Executive also agreed to proposals from the Scottish Home and Health Department for the procedure to be followed when dealing with incomplete NHS prescriptions. The profession's suggestions had been accepted, except that the maximum duration of supply in the absence of prescriber's instructions was maintained as five days, not seven.

Dispensing doctors 'have no time to price scripts'

Dispensing doctors would have no time to take over the pricing and accounting functions of the Prescription Pricing Authority, members of the British Medical Association have decided.

The working group of Rural Practices Subcommittee set up to investigate Mr R. I. Tricker's report on the PPA, also feels that the recommendation of sampling prescriptions for pricing would not be practicable for dispensing doctors whose average number of prescriptions dispensed each month is only 500.

According to the latest *BMA News Review* the group has also rejected suggestions that GPs should have a restricted list of drugs for use for NHS patients and can see no value in patients knowing how much their treatment costs.

Horizon deny mail order bias in coupon offer

C&D has received a complaint from a subscriber that a recent offer for Horizon contraceptives is unfair to retail pharmacists—a suggestion that has been denied by the manufacturers.

After filling in a Stimula offer coupon from a national Press advertisement the subscriber received an order form addressed to the Marie Stopes Clinic, London, advising, "If you have any difficulty obtaining Stimula you can buy it confidentially through mail order."

A spokesman for G. D. Searle's Akwell division told *C&D* that there was no in-

tention to take trade away from the retail pharmacist. A letter accompanying the order form says, "If your local stockist does not carry our range, ask him to order Stimula from one of his medical wholesalers who will usually supply him without any delay," and a 5p off next purchase voucher was enclosed to encourage sales from pharmacies. The spokesman felt there would be no competition from mail order if chemists displayed such products openly. Two-thirds of independents stocking Horizon brands did not display them and customers often felt too embarrassed to ask. The company had received letters from people unable to find the brands.

Employers to repay staff 'dole' after unfair dismissal

From May 9, employers will be liable to pay back any unemployment and supplementary benefits received by employees who have had awards made in their favour at industrial tribunals. The Employment Protection (Recoupment of Unemployment Benefit and Supplementary Benefit) Regulations 1977, (SI No 674, HM Stationery Office, £0.35), published this week, apply where a tribunal award includes pay arrears or loss of earnings compensation for periods when the employee received state benefits.

The awards affected are those made because of: Unfair dismissal of an employee; failure to pay guarantee payments; failure to pay remuneration for periods when an employee is suspended on medical grounds; protective awards made under the provisions for the handling of redundancies.

In future, tribunals will state how much of an award is for compensation for earning loss or pay arrears and the period which it covers. An employer cannot pay any of this amount until the Department of Employment has served a recoupment notice or notification that one will not be issued. When an employer receives the notice he will have to repay the benefit to the Department and the balance of the award to the employee.

Employers will not repay benefits where a settlement is reached without a tribunal hearing, because the regulations do not apply to private settlements between employer and employee or to settlements reached with the help of the Advisory,

Conciliation and Arbitration Service. They do not apply retrospectively and only cover awards for unfair dismissal where the employee's period of notice expires, or where his last day at work falls on or after May 9. Awards will be covered only where a trade union complains to the tribunal after the regulations come into force. Guarantee pay or medical suspension will be covered only for that part relating to a period falling on or after May 9.

More pharmacy publicity

Pharmacists' concern over the self service sale of analgesics was again highlighted on radio and television programmes last week. Miss Maureen Tomison, the Pharmaceutical Society's head of publicity, was interviewed on BBC's Radio Birmingham and the "Midlands today" television programme. She stressed that the public should seek a pharmacist's advice before buying over the counter medicines and explained how concerned the profession was over the attempts by supermarkets and drug companies to persuade people to take more medicines than necessary.

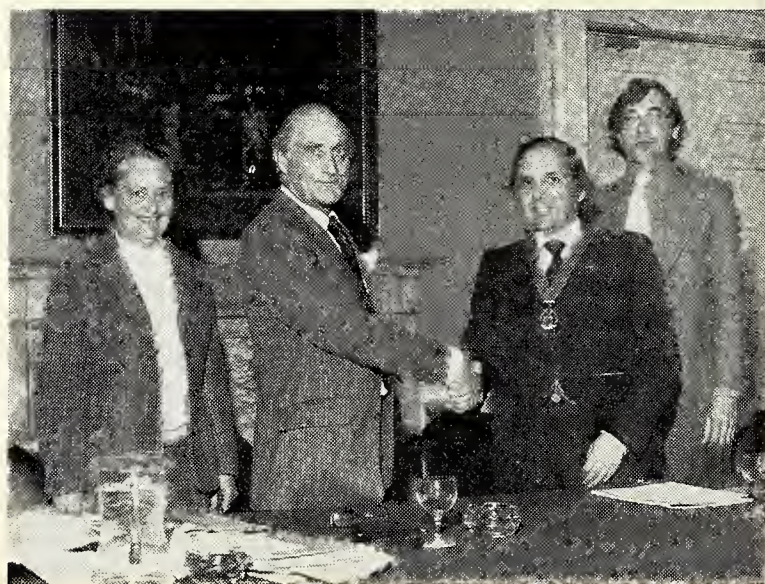
Scalp application for ears

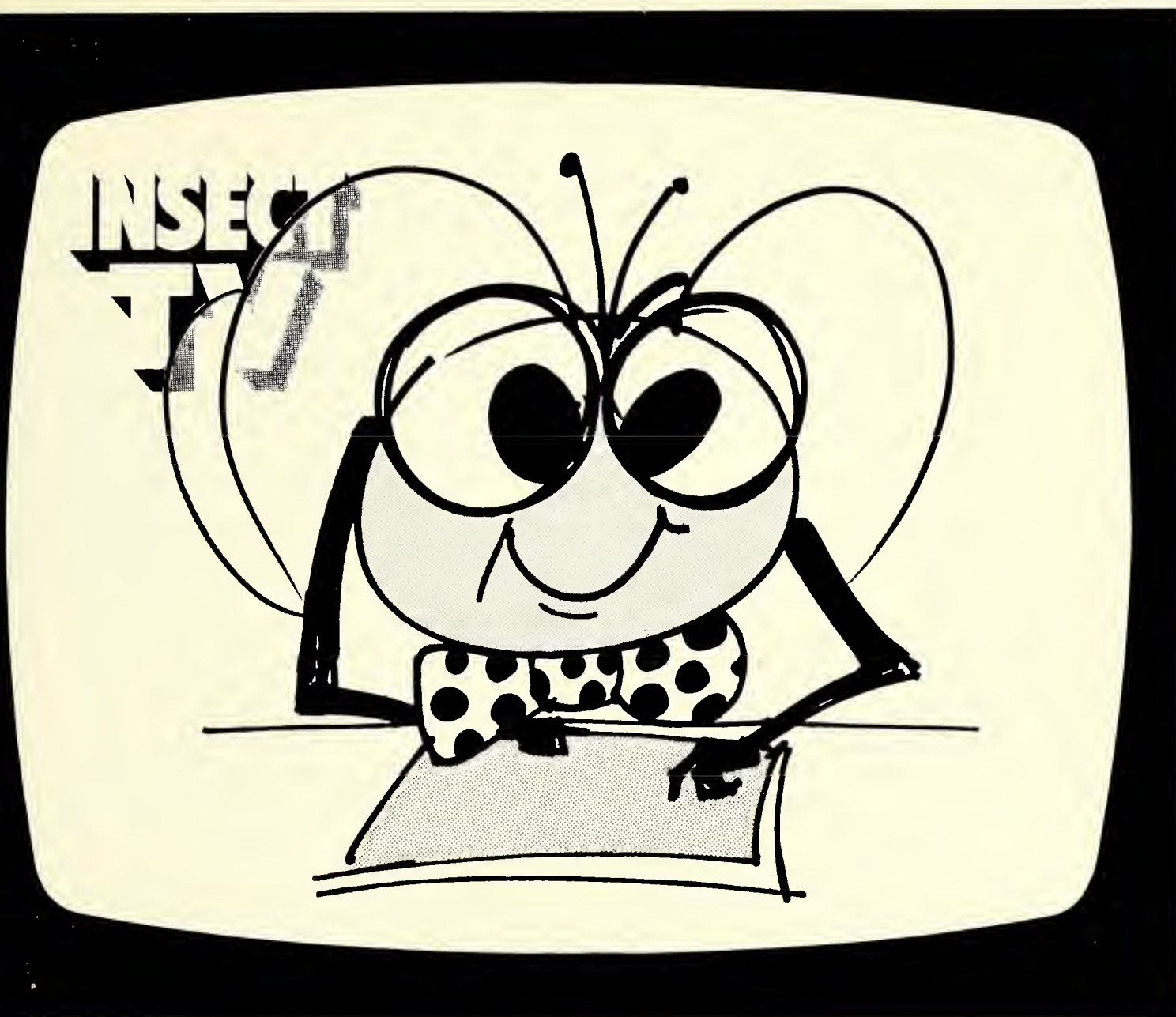
Betnovate scalp application is advocated as an ear drop in the treatment of otitis externa, by Dr St John Charles in a letter to a recent *Medical News*.

Dr Charles states that the condition is a messy one to treat as frequent toilet routines are not often practical. Most proprietary ear drops do little to affect a cure, he says. After toilet and inspection to confirm an intact drum, start the patient on Betnovate scalp application twice daily, he advocates. "The chemist will ring you in horror; just stand your ground and your patient's ear will rapidly improve", he says. "The secret . . . is that it is an alcohol based steroid preparation whereas all else is water based so that the boggy macerated meatus remains constantly wet and doesn't heal."

A pharmaceutical spokesman for Glaxo Laboratories Ltd said that he would not advocate the use of Betnovate scalp lotion in the ear because of the possibility of irritation from the high alcoholic content. However, this apart, he thought that the alcohol's antiseptic nature could be of value in the treatment of otitis externa when used in conjunction with steroid.

Vestric Ltd have presented a chairman's badge of office to the South Staffordshire Branch, Pharmaceutical Society. Mr G. Tasker, FPS, Vestric's operations director (second from left) is seen presenting it to Mr J. Balmford, branch chairman, and member of the Society's Council. Also pictured are Mrs J. Hastewell, branch secretary, and Mr G. Douglas, branch treasurer





"Reports are just coming in of a national T.V. campaign for Fly-tox Vapour Grille, Fly-tox System 2, Fly-tox Vapour Spray and Fly-tox Creepy Crawly Spray. All retailers are being alerted and they are expected to make a lot of money out of this development. A spokesman for the National Union of Insects said today ... 'This is bad news for flies and insects. The retailers now have an unfair advantage' ..."

Fly-tox[®] BAD NEWS FOR INSECTS

Fly-tox Vapour Grille
 Fly-tox System 2
 Fly-tox Vapour Spray
 Fly-tox Creepy Crawly Spray
 Fly-tox Repel Tissues
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Fly-tox is a registered trade mark. Airwick (UK) Limited, Middleton, Manchester.
 Fly-tox products sold and distributed by Jeyes (UK) Ltd., Thetford, Norfolk.

'Pan-European' view - the key to success in baby goods

A stern warning has been issued to European baby products manufacturers that their future may depend on how well they understand the forces, pressures and changes now taking place within the market. The key to long-term success lies in taking a broad European view in marketing, according to an analysis of the baby products market in Europe, published by market researchers Frost & Sullivan Ltd, 110 Strand, London WC2R 0AA.

The study says that, after ten years of plummeting births in Europe, an important corner has been turned and the industry is once again beginning to look to a generally healthy future.

"Growth there will be in the next ten years, but it will not be the kind of comfortable market environment enjoyed by most baby products manufacturers in the hey-days of the 1950s and early 1960s", says the study. "However, the industry is now embarking on a solid growth phase which will run for at least 8 of the next ten years, as the market grows at an average rate of 4.1 per cent annually from an estimated \$2,397.5 million in 1976 to a forecast \$3,594.1 million in 1986."

The study predicts a 3.1 per cent average annual growth in the proprietaries-toiletries sector, 3.4 per cent in foods and 6.4 per cent in diapers. The forecasts are based on a birth "population" in Europe expected to rise fairly steadily from an estimated 4,874,000 in 1976 to 5,476,000 in 1986. The prospect offers stability to manufacturers capable of taking a "pan-European" point of view about their future. Whereas in some industries, such as clothing, "pan-European" thinking is fairly easy, the report explains that in the proprietaries-toiletries and foods sectors a broader European view is inhibited by the lengthy process of complying with governmental regulations, permits, visas, or even prohibitive freight costs for the shipment of such heavy items as foods over long distances from central manufacturing locations.

More metrication progress in 1976 than ever

In 1976 there was more evident metric progress than in all the previous years together, according to Lord Orr-Ewing, speaking at a Press conference to mark the publication of the Metrication Board's annual report, "Going metric—the final stage begins". The report states that the most important development in the history of the metrication programme was the passage last November of the Weights and Measures Act 1976, which removed the last major legal impediment to the completion of the metric change by giving the

Government powers to set cut-off dates progressively phasing out the use of imperial units in individual trade sectors.

It is now envisaged that metrication will be complete by 1980 to 81. For prescribed quantity and most other goods the end of 1979 has been set for completion of metrication, and for foods weighed out in front of customers, by butchers, fishmongers, fruiterers and greengrocers, the target date is 1981.

From May 1, Lord Orr-Ewing is succeeded as chairman of the Metrication Board by the former deputy chairman, Mr James Maxwell Wood, OBE. Speaking at the Press conference, he said that the Board's aim is to make the metric changes as simple and straightforward as possible on both sides of the shop counter. He stressed the importance of the cut-off dates being settled and announced by autumn this year.

Warning labels for OTC ointments proposed in US

An advisory panel to the US Food and Drug Administration has recommended that the labels of all non-prescription first aid ointments contain warnings not to use them for longer than one week. Other warnings recommended are—"do not use on longstanding skin conditions, such as leg ulcers, diaper rash or hand eczema"; "do not use in the eyes", and "see a physician in cases of deep or puncture wounds or serious burns, and if itching, redness, swelling or pain develop or increase during the product's use".

After reviewing the panel's report and the comments on it, FDA will issue a "recipe book" of safe and effective ingredients and acceptable labelling claims for all over-the-counter first aid ointments. Any preparations not conforming to requirements would have to be altered or removed from the market. Manufacturers of ingredients for which further study was needed would be given two years to conduct the necessary tests.

The panel reported that five antibiotics used in non-prescription ointments are safe and effective for shielding minor cuts from bacteria and foreign substances. But the panel said there was no proof that these antibiotics make infected wounds heal faster by killing bacteria. Further study would be needed to prove the usefulness of first aid ointments for this purpose, the panel said. The five antibiotics were bacitracin, polymyxin B sulphate (when combined with another antibiotic) and chlortetracycline hydrochloride, oxy-tetracycline hydrochloride and tetracycline hydrochloride. These antibiotics are in some 50 non-prescription products.

News in brief

□ The US Food and Drugs Administration is intending to restrict the use of low levels of antibiotics in animal feedstuffs. Penicillin, several tetracyclines and combination products would be affected.

□ A one-year course in powder technology leading to MSc is to commence in October at the engineering faculty, King's College, London University. Research leading to MPhil or PhD is also available. Details from the registrar.

□ Experiments at Salem Research Institute, Munich, suggest that human tissue cells could detect drug toxicity not produced in animals. Such a technique would also offer savings in animals, personnel, space and time according to the latest United Nations narcotic drugs division information letter.

□ A new edition of the British Overseas Trade Board's export wall map, which measures 47 × 33in, is being issued to users of Government export services by export officers. It shows British diplomatic service posts and trade correspondents throughout the world, and gives details of services offered by the Board.

□ The US Food and Drugs Administration and Consumer Product Safety Commission are proposing that aerosols containing chlorofluorocarbons as propellant would be labelled "Warning: Contains a chlorofluorocarbon that may harm the public health and environment by reducing ozone in the upper atmosphere". The label is a first step towards a phase-out of all non-essential aerosols.

□ Revised foreign currency rates issued by the Lebanese Minister of Health are expected to lead to a reduction of about 35 per cent in the prices of pharmaceuticals of British origin. The Minister of Health is reported to be prepared to consider requests for price increases on a basis of increasing costs in the country of origin, but specific documentary evidence must be provided.

□ Regulations making changes to the existing controls over the use of preservatives in food came into operation on May 5. The Preservatives in Food (Amendment) Regulations 1977 (SI 1977, No 645, HMSO, £0.15) affect the existing specifications of purity for methyl 4-hydroxybenzoate and its sodium salt, calcium sulphite, calcium hydrogen sulphite, 2-(thiazol-4-yl) benzimidazole, hexamine and potassium nitrite and add a specification for potassium propionate.

□ The Medicines (Standard Provisions for Licences and Certificates) Amendment Regulations 1977 (SI 1977 no 675, HM Stationery Office, £0.35) add to the 1971 Regulations two new schedules containing further standard provisions which may be incorporated in licences. Standard provisions for manufacturer's licences relate to all vaccines, smallpox vaccine, BCG vaccine, toxins and sera; standard provisions for product licences relate to medicines which cannot be tested by chemical means for purity and potency. The Regulations come into effect May 12.

People



Mr Chris Smith, Beecham's area manager (left), presents Mr S. Hirst, MPS, Mexborough, with a £500 holiday voucher, the first prize in the recent Midas window display competition

Mr Tim Arnold, managing director of Communications in Selling Ltd, has been elected chairman of the Sales Promotions Executives Association. He has served on the SPEA executive committee for the past three years, latterly as vice-chairman.

Mr Donald H. Rumsfeld, former United States Secretary of Defence, is to become president and chief executive officer of G. D. Searle & Co, Skokie, Illinois, with effect from June 1. Prior to his term as Secretary of Defence from November 1975 to January 1977, Mr Rumsfeld was the principal assistant to President Gerald R. Ford. He is a graduate of Princeton.

Miss Mildred Head, OBE, will be elected formally as president of the National Chamber of Trade on May 9. The first woman president, Miss Head is a member of the council of the Retail Consortium, a member of the Price Commission and the Economic Development Committee for the Distributive Trades, and vice-president of the International Federation of Business and Professional Women. She was awarded the OBE in 1971 for her services to the local community in Sudbury, Suffolk, where she initially gained her retailing experience by running a furniture shop.

Deaths

Delplanque: Suddenly, Mr Keith Delplanque, regional manager of the domestic ethical division of Armour Pharmaceutical Co Ltd. He had been with the company since 1969, joining as area manager for north-west England and north Wales. He was appointed northern regional manager late last year.

Morrow: On April 24, Brigid Mary Rose Morrow (nee Donnelly), 28 Seaview, Killyleagh, co Down. She qualified in 1955, worked in Omagh hospital and at times acted as a locum.

Topical reflections

BY XRAYSER

Advice

Mr Kenneth Clarke, MP, a Parliamentary adviser to the Pharmaceutical Society, addressing a conference organised by the Nottingham Pharmaceutical Committee, warned that pharmacy and other professions must resist the temptation to develop yet more militant sectional interests in the community (p590). What was required, he went on, was for the professions to reassert their professional role to the public, taking care the while to avoid pomposity or resistance to outside criticism. The aim must be, he said, to get across that the purpose of the professional organisations was the maintenance of standards of service to the public and of the conduct of members. There is little doubt that these desirable objects lie largely, if not entirely, in the hands of pharmacists themselves.

The speaker recognised that pharmacy faced a serious situation in connection with the NHS contract and said that many more members of Parliament had to be more aware of the problems as they were likely to affect their own constituencies. Mr Clarke said that there was a need for government to realise that the small businessman was one of an important group. But, important as it may be, it is still a small group with no powerful influence. On the whole, the speaker seemed to offer little consolation, but he offered the suggestion that in the coming years the pharmacist should again become someone available to give skilled health advice to the public—a role that had faded over the past twenty years.

I have not seen much evidence of the diminished advisory role, particularly in pharmacies in which professional pharmacy has not been made to appear only an incidental in a commercial enterprise. Where the business has been built up over the years on the personality, the skill, the listening ear, and the sympathy and dedication of the pharmacist himself, there has been little change.

Planning

In the discussion which followed, Mr Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee, examined the perennial question of planned distribution. He referred to an example he had recently seen of nine pharmacies competing in one road—an astonishing situation—while there were other areas in which a service was desperately needed. He said that the committee had not reached final decisions in its policy on planning, but the factors under consideration included "geographical distribution, public transport, seasonal variations in demand, number of doctors practising in the area, and who should control distribution."

Such planning must be comprehensive, combining the efforts and expertise of all the professions involved in the Health Service. Pharmaceutical planning alone, which is at the mercy of the setting up of group medical practice and the erratic placing of health centres would be of little value. Mr Smith recognised that neither of the large political parties, for quite different reasons, was likely to support planned distribution and he pointed out that the recommendation of the present administration to the European Parliament was that there should be full freedom of establishment in retail pharmacy—that is, Europe as a whole should follow the practice in the UK, Ireland and West Germany. (West Germany is a post-war addition to the two first-named, and its conversion was at the hands of the USA in the early period of occupation.)

The speaker was of the opinion that government could be convinced of the advantages of a planned service. For myself, I cannot imagine that Europe as a whole will forfeit the system of pharmaceutical service built up over the years in order that the member countries may achieve that full freedom that has been so much to our disadvantage.

Trade News

Relaunch for Gerber

CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey, are relaunching Gerber syrups and juices with six varieties offering a comprehensive range which they say will satisfy all parents' needs. The packs have been redesigned with an eye-catching label and will be advertised in the mother and baby Press. CPC say that mothers give two main reasons for buying infant drinks—to provide a refreshing drink and to give their babies vitamin C. Accordingly the vitamin C content in the new range has been increased and grapefruit juice, rosehip and blackcurrant syrup have been introduced following successful test marketing.

Mum's Emily on television

Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB, are spending £500,000 on a national television campaign for Mum rollette which will run through until September. The campaign includes two new commercials featuring Emily, the cartoon character who, the company says, is now synonymous with Mum.

Aquasil latest

Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks, have added a shaker talc to the Aquasil bath range. The complete range now comprises luxury foam bath, soap, dusting powder with powder puff, spray Cologne and the new shaker talc (£0.74). The company is also making a range of Aquasil accessories available to all purchasers of the products. A towelling robe, a large mirror, a dolphin set of chromium plated accessories, a bathroom cabinet, vanity case

and a copper etching of "the Aquasil girl" are available to consumers at special offer prices with proof of purchase of one Aquasil product. The offer runs until September 1.

New fragrance Us

The Us dry powder antiperspirant and regular antiperspirants from Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey, will contain a new fragrance described as "more lasting and positive" from the end of this month. David Claxton, brand manager, reports that recent research has indicated that fragrance is now an important brand selection factor. The new packs will be flashed, "new fragrance". £380,000 of advertising will be backing the Us antiperspirants in the next twelve months. The first television campaign will break in the late spring and a radio campaign on all commercial stations begins this month.

Modo's Daffodil

The latest on-pack offer on Daffodil tissues from Modo Consumer Products Ltd, Modo House, Chichester Street, Chester CH1 4BP, comprises a kit for growing houseplants. The kit includes starter pots, a growing medium, high germination seeds for coleus, sensitivity plants, Scotch pine, sweet basil and eucalyptus. It is available to consumers for £1 and proof of purchase. The promotion is being supported with full colour point of sale material comprising posters, stack cards, window bills and shelf "talkers".

A new nine pack outer for Daffodil household towels has been introduced especially for the chemist trade. The product is still available in a Polysack containing twelve twinpacks. The company hopes that the new size outer will make the product more attractive to chemist outlets with limited space.

Allurell in consumer Press

Following radio, television and national newspaper advertising for Allurell, L'Oreal (Golden Ltd), 18 Bruton Street, London W1A 1BX, are starting the fourth section of their promotional campaign. Double page spreads will be appearing in *Woman*, *Cosmopolitan*, *Harper's & Queen*, *She* and *Woman's Journal* until the end of August, in a £30,000 campaign telling women that "Those look—don't touch days are over. Allurell gives you hair you love to touch and love to look at".

Tom Caxton on television

Tom Caxton home brew beer from Reckitt & Colman Food Division, Carrow, Norwich NOR 75A, returns to television this month with the first burst of a £200,000 advertising campaign. The aim of the commercials is to bring new users into the market and the theme is, "There's no place like home for brewing a good pint". There will also be radio support for the product prior to Father's Day when a Father's Day pack will be introduced.

Princely perfume offers

Prince Matchabelli, Victoria Road, London NW10, have introduced some "springtime fragrance savers". A 50g Cachet perfume mist spray is available for £2.00—the price usually charged for the 26g size, and a

27g size of Wind Song perfume mist is offered at the special price of £0.99 (normal retail price £1.75). With summer holiday packing in mind the company have also introduced miniature sprays of these fragrances, which will refill for £0.75. The travel spray comes complete with a compact counter display.

One-cal's promotion for summer

One-cal soft drinks from RHM Foods Ltd, Victoria Road, London W1Y 2BA, are being backed by a £750,000 advertising campaign. A large proportion of this sum will be spent on a 15 week national television campaign in all areas featuring a new commercial with soundtrack by songwriter, Jimmy Webb. Trade and local promotions complete One-cal's package.

Brevia offer

Pre-priced packs of Kotex Brevia at £0.19 are available to chemist outlets from Kimberley-Clark Ltd, Larkfield, Maidstone, Kent, throughout the month. The company feels that the popularity of the product has taken some retailers by surprise and they have been faced with an out of stock situation. Product manager, John Nightingale commented, "We are thrilled with the Brevia success, if a little embarrassed at the stock situation consumer reaction has created with some of our trade customers". A £250,000 magazine campaign will be backing the product this year.

Cremine distribution

Strenol Products Ltd, Commerce Way, Lancing, West Sussex BN15 8TW, are now sole distributors of Crowes Cremine. Payment for goods supplied up to April 30 should be sent to Halas Laboratories Ltd, Thorp Arch Trading Estate, Wetherby, Yorks. Carriage paid terms are now on orders over £20, made up from any products in the range.

Pol-rama trade mark registered

The application for registration of the Pol-rama trade mark (relating to polarising sunglasses) by Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham B18 6HW, has now been granted by the patent office.

Foil pack of Puritabs

A new pack of 48 Puritabs (£0.44) in foil strips of 12 has been introduced by Kirby Pharmaceuticals, H. & T. Kirby & Co Ltd, Mildenhall, Bury St. Edmunds, Suffolk.

Extra Denim

During May and June Elida Gibbs Ltd, PO box 1DY, Portman Square, London W1A 1DY, are offering consumers a 250g can of Denim antiperspirant deodorant at the price of a 200g size (£0.72), giving purchasers an extra 25 per cent of the product free.

Fisons' address

The address given for information about Fisons' "mystery shoppers" (*C&D*, April 23, p562) referred to the pharmaceutical division. The address for inquiries concerning the garden products is Fisons Ltd, garden products department, Regent Street, Cambridge.



Continued on p634



Regd. Trade Mark

RAZORS

ARE HOT NEWS!

**A massive summer
TV campaign of
over £100,000**

**starts on June 1st with
over 150 x 30 second and
15 second spots.**



**What's in it
for you—**

At 24p for 3?

**Over 7p per sale that's what's
in it for you. £3.56 clear profit
per case. £8.16 a case of 150
razors including VAT, with
free display.**



Regd. Trade Mark

RAZOR ORDER FORM

**Biro BiC Limited
Whitby Avenue, Park Royal
London NW10 7SG**

(Not available to Northern Ireland)

Please send me as quickly as possible my order for BiC Razors.
My cheque is enclosed for £. . . . for. . . cases at £8.16 per case

NAME _____

ADDRESS _____

BANKERS NAME AND ADDRESS _____

CD



SANGERS

APOCAIRE



MORE SUPER BARGAINS

PRODUCT	SIZE	DISCOUNT OFF TRADE	
ARRID EXTRA DRY AEROSOL	190g	23 ¾ %	OFF
BRUT 33 SPLASH-ON-LOTION	100cc	15 ½ %	OFF
COLGATE DENTAL CREAM	LARGE	30 %	OFF
EFFERDENT DENTURE CLEANING TABLETS	30	17 ½ %	OFF
ELASTOPLAST AIRSTRIP PLASTERS (LARGE) (7923)		18 %	OFF
GERBER BABY FOODS STRAINED	4 ½ oz	18 %	OFF
GRECIAN 2000 HAIR COLOUR RESTORER		14 ¾ %	OFF
KLEENEX BOUTIQUE		12 ¾ %	OFF
KOTEX SOFT N SURE LOOPTOWELS SIZE 1	10's	14 %	OFF
LIBRESSE SANITARY TOWELS	10's	14 ⅓ %	OFF

SANGERS OFFER YOU THE WIDEST RANGE FULL SUPPORT WITH OUR

Please note that discounts quoted are approximate savings
OFF STANDARD TRADE PRICES. Further sizes and
variants are available on most brands.

LIMITED

APOCAIRE

FOR THE MONTH OF MAY.....



PRODUCT	SIZE	DISCOUNT OFF TRADE	
MUM ROLLETTE COMPLETE	28cc	21 ½%	OFF
NAIR CREAM TUBE	30g	14 ½%	OFF
PADDI-PADS	30	15%	OFF
PALMOLIVE SHAVING CREME	LARGE	21 ¾%	OFF
PALMOLIVE SHAVE STICK REFILLS		17 ½%	OFF
PALMOLIVE SOAP GREEN	BATH	35%	OFF
RECITAL HAIR COLOURANT		14 ½%	OFF
SUNSILK HAIR SPRAY	STANDARD	22 ½%	OFF
SUNSILK SHAMPOO	STANDARD	22 ½%	OFF
ULTRABRITE TOOTHPASTE	LARGE	30%	OFF
WELLA BALSAM CREME RINSES	95cc	30 ½%	OFF

OF TOP BRANDS EVERY MONTH. PRICE CARDS AND WINDOW BILLS.

For full details please consult your SANGERS APOCAIRE DETAILER
or see your local SANGERS representative.

Trade News

Continued from p630

J. Collis Browne's mixture

J. Collis Browne's compound has been replaced by J. Collis Browne's mixture which contains 0.22 per cent morphine compared with the compound's 0.14 per cent (28ml, £0.25; 100ml £0.55). Dosage is in "5ml teaspoon" form instead of drops. When Part III of the Medicines Act is implemented, the compound would have become prescription only. J. T. Davenport Ltd, 23 Union Street, London SE1 1SG, say that any stocks held at that time may be returned through wholesalers for full credit or replacement with the new mixture. The Pharmaceutical Society has stated that the new preparation need not be subject to the record keeping requirements recommended in October 1975.

Anafranil injection for hospitals

An additional Anafranil injection will be available to hospitals from May 9. The new 100mg in 8ml ampoule will be available in packs of 10 (£12.69 trade) and Geigy Pharmaceuticals, Hurdfield Industrial Estate, Macclesfield, Ches, will continue to supply the 25mg in 2ml ampoule in packs of 10 and 50.

Medcross back

Andre Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ, have re-introduced Medcross medicated shampoo (£0.49) after several years' absence.

Hypal adhesive tape

Smith & Nephew Ltd, PO Box 7, Bessemer Road, Welwyn Garden City, Herts AL7 1HF, have introduced Hypal, a new surgical adhesive tape, to hospitals. Hypal

consists of a conformable plastic net, spread with a low allergy, synthetic permeable adhesive and is available in the following sizes: 1.25cm x 10m cartons of 24 rolls, 2.5cm x 10m cartons of 12 rolls, 5cm x 10m cartons of 6 rolls, and 7.5cm x 10m cartons of 4 rolls (£3.96 trade per pack).

Gastrovite available again

MCP Pharmaceuticals Ltd, Grange Road, Houstoun Industrial Estate, Livingston, West Lothian, Scotland, say the temporary shortage in the supply of Gastrovite tablets, due to a manufacturing difficulty, is now over. Packs of 50 and 250 tablets are now freely available.

Syntometrine shelf life extended

Sandoz Products Ltd, PO box Horsforth no 4, Calverley Lane, Horsforth, Leeds LS18 4RP, announce that further work with the oxytocic preparation Syntometrine has indicated that the shelf life may be extended from the present nine months to two years provided the product is stored at temperatures between 4°C and 22°C and protected from light.

Citanest product withdrawal

Citanest 5 per cent heavy 25 x 2ml ampoules are being withdrawn from the UK market. All stocks should be returned immediately to Astra Chemicals Ltd, King George's Avenue, Watford WD1 7QR. Full credit will be given. Other Citanest preparations are not affected.

Vichy commercial

There has been some confusion about the television commercial for the skin care products from Vichy (UK) Ltd, 1 Hay Hill, London W1X 7LF. During the weeks commencing May 6 and 13, the advertisement will appear in the London and Anglian television areas, and will also be shown in those areas plus the Wales and Westward, South-West and Channel Island areas from May 16 until the end of the month. The advertisement is not appearing in Scotland as stated previously. (C&D, April 23, p562).



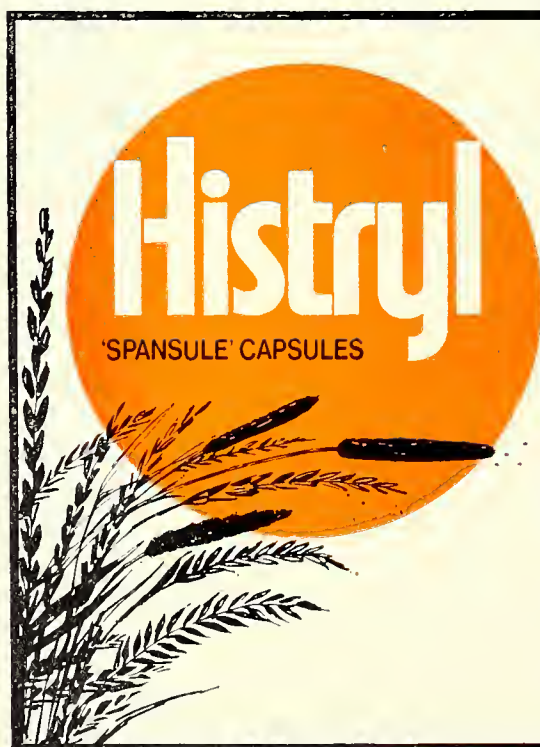
Sally Hansen dry fast

From the middle of the month Sally Hansen Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU, will be running a promotion enabling purchasers of any Sally Hansen product to receive a free sample of Dry Fast. A counter unit displaying 36 trial size bottles is available. Dry Fast is designed to speed the surface drying of wet nail polish, while protecting it from smudging. When the nail colour has dried the excess Dry Fast can be massaged into the cuticles and finger tips to moisturise them. The counter unit is available for an order of four dozen assorted products.

Bittersweet and Lucozade

Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, are going national with Hunt's Bittersweet (£0.13)—the low-calorie sparkling drink sweetened with some saccharin and fructose which is said to enhance the natural fruit flavours, and mask the unpleasant aftertaste often associated with low-calorie drinks sweetened only with saccharin. The product achieved "impressive results" in its Scottish test market, says the company, achieving a brand share of 6.2 per cent of the total canned carbonates market after twelve weeks. It comes in three flavours, orange, bitter lemon and lemon and lime. The launch will be supported by a £300,000 national television campaign, starting June 1.

Continued on p636



Hay fever protection that chemists don't sneeze at

Every pocket-pack of 'Histryl' offers your customers rapid relief and sustained protection from hay fever symptoms.

The 'Histryl' seasonal offer:

- * **Low Outlay** Only £4.00 per outer of 12 charged as 10 (excluding VAT)
- * **High Profit** Retail price of 65p (including VAT) per pocket-pack means a profit of £3.17½ per outer.

Available from your usual wholesaler.

'Histryl' and 'Spansule' are trademarks

SK&F Smith Kline & French Laboratories Limited, Welwyn Garden City, Hertfordshire AL7 1EY.



**When
apples
bite
back**

When eating is a misery, cold sores or mouth ulcers are often the culprits. Bonjela is the ideal treatment for mouth soreness.

It contains Choline Salicylate a powerful, fast acting analgesic that soothes away pain. It also contains Cetalkonium Chloride a wide spectrum antiseptic. As well as reducing any secondary infection, Cetalkonium Chloride lowers surface tension allowing the analgesic quicker access to the painful mucosa.

In most cases, Bonjela soothes away pain in 1-3 minutes and the relief lasts for up to 3 hours.

That's why we call it **The
3-minute
smile**



Trade News

Continued from p634

Beecham Foods have also begun a £1 million programme of promotional support for Lucozade. Worth over £10 million at rsp, Lucozade can be judged as the largest health drink brand in the country and has experienced continued growth progressively through fifty years of sales, says the company.

The Lucozade advertising campaign will account for £750,000 of the total support, with over £170,000 to be spent as an opening television campaign burst. A new 30-second commercial, entitled "better but worse" is being screened, and will be repeated from July through to September and then from November through to February, 1978. Beecham Foods have increased Press advertising for Lucozade with a twelve month schedule of insertions in maternity and paramedical publications.

Enterprise in May

The following products will be included in the May promotions from the Enterprise group, Branded Goods Wholesale (Stoke-on-Trent) Ltd, Fenton, Stoke-on-Trent, and will be supported by eight advertisements on ATV and half page advertisements in the Midland edition of the *TV Times*: Right Guard Double Protection (extra 25 per cent content) at £0.41, Liga Rusks at £0.16, Silvikrin hair spray at £0.32, Elastoplast Airstrip large at £0.24, Head & Shoulders shampoo large at £0.29, Kotex Simplicity 2 at £0.29, Wella conditioner at £0.28, Nice'n'easy £0.51, Kleenex for men at £0.28½, Gerber baby meals strained 5 for £0.50 and junior 5 for £0.81.

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas
Aspro Clear: All areas
Braun: All areas
Crest: All except Ne, B, G, E, CI
Farley's rusks: G, We, U, B, We
Johnson's Glade: All areas
Max Factor Maxi: All except E
Mum roll-on: All except E
Nivea: All except E
Slender: All areas
Soft & Gentle: All areas
Sudocrem: Lc
Vichy: Ln, A
Vitarich: Lc

New products

Cosmetics and toiletries

Monitor after sun

Monitor sun cream from Fontarel Ltd, has been partnered by an after sun lotion (£2.20). The company feels that, applied in the evening, the cooling and soothing action of the lotion will be most welcome and will put the skin in optimum condition for continued sun exposure the following day, adding that the regular use of both preparations will ensure a golden tan which lasts (Fontarel Ltd, Servier House, Horsenden Lane South, Greenford, Middlesex UB6 7PW).

Surgical

Colostomy pouch

E. R. Squibb & Sons Ltd have introduced a new colostomy pack—an improved, "easy to use" system incorporating Stomahesive with integral flange, the Squibb colostomy pouch Mk I and a sealing ring for extra security (colostomy packs 38mm (S31), 45mm (S32), 57mm (S34), £8.44 trade). The pouch is said to be odour-proof, white-opaque, soft and silent and spares are available (100, £14 trade). Both pack and spare pouches are prescribable on form FP 10. Further information is available from the company's stoma care department, Regal House, London Road, Twickenham TW1 3QT (E. R. Squibb & Sons Ltd, Moreton, Merseyside L46 1QW).

Hair care

Klorane additions

The Klorane range of natural treatment and colour reviver shampoos from Laboratoires Pierre Fabre, has been extended. The company has added a dry shampoo variant based on the Klorane white nettle shampoo for oily hair. Dry shampoo with white nettle (£1.45) brushes out easily and has a clean outdoor fragrance, says the company. A counter display unit holding twelve packs is available.

The company has also introduced Klorane hair lotions formulated to provide a between-shampoo treatment for two common hair problems, oily hair and dandruff. The lotions (£1.95) are designed to complement the white nettle and nasturtium shampoos and to intensify the effect of the treatment by providing an opportunity for a thrice-weekly or even daily application, depending on the extent of the problem (distributed by Molnlycke Ltd, Sancell House, Harpenden, Herts).

Sundries

Airbal bin freshener

Airbal have launched a bin freshener aimed at the fourteen million or so homes which have pedal or swing top bins in the kitchens. The bin freshener (£0.35) is said to last up to eight weeks and is harmless to children, pets and plants (Smith &



Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

Vapona aerosol

Vapona have launched the Vapona aerosol (£0.45), confirming the company's belief that there are two distinctive markets in household insecticides which complement rather than compete with one another. The consumer, they say, tends to buy products like Vapona flykiller and the Vapona small space flykiller to place in specific rooms as the main protection against insect pests. Aerosols are bought more for "spot" treatment. The Vapona aerosol has a 170g fill and has been pleasantly perfumed. Vapona are backing the launch with an advertising campaign through television, magazines and on the sides of over 1,000 buses. The campaigns will feature all slow release products and the new aerosol (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

Prescription specialities

SYNDOL tablets

Manufacturer Merrell division, Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY

Description Yellow, round, flat-faced, bevelled edge tablet with "S" design one side, scored on the other. Each contains paracetamol 450mg, codeine phosphate 10mg, decapryn (doxylamine succinate USP) 5mg, caffeine 30mg

Indications Tension headache

Contra-indications Idiosyncrasy to any of the ingredients

Dosage Adults and children over 12 years—one or two every four or six hours as necessary. Total dosage over 24 hours should not normally exceed eight tablets. Not recommended for children under 12

Precautions Patients should be advised not to drive or operate machinery if affected by drowsiness

Side effects Doxylamine succinate may cause drowsiness or dizziness. Mild constipation may occur associated with the codeine content. Agranulocytosis is a rare complication of paracetamol treatment

Packs 50 tablets as blister strips of 10 (£2 trade)

Supply restrictions P1, S7(9). (Manufacturers' product licence requires prescription-only supply)

Issued May 1977

Hair Care



In the whole world, more women use a Wella Conditioner than any other brand.

MISS JAYNE

**Hair
ornaments
for the
younger set.**



From the manufacturers of
LADY JAYNE

**The brand leader
in hair care products.**



Photo courtesy of Elida Gibbs Ltd

Hair Care

Conditions are good

The conditioners market has changed a lot over the past few years. Now, more than ever before, ladies (particularly the ladies) are concerned that their hair should not only look good, but also be healthy and in good condition. This is in line with thinking in so many other "beauty" areas, with a renewed emphasis on a "natural healthy look" and customers becoming more interested in their overall health, the condition of their bodies, skins—and, of course, hair. Also the easy-to-wear, softly swinging styles of today call for hair that is extremely well cut and in excellent condition.

When hair is healthy, sleek and shiny, which is to say in good condition, the outer layer of the scales on the hair shaft are lying flat; in other conditions they get ruffled and can even break off. Rough brushing or backcombing can split the ends of hairs leaving them dry, weak and brittle. Hair preparations that alter the basic structure of the hair, like perms or colourants, may also cause bad condition if they are misused. Other causes include poor general health and worry, atmospheric conditions—from the effects of wind and weather to the dryness resulting from central heating, harsh lacquers and overwashing which can remove too much sebum, the hair's natural conditioning agent. The function of a conditioner therefore is to smooth the scales of the hair, untangle snarls and coat each hair with a protective film, making combing easier.

The oldest known conditioner is probably henna which was used way back in ancient Egypt, but the art of conditioning hair at home, rather than just at the hairdresser when a perm was too tight, was really only rediscovered a few years ago. In 1975 the *Cosmetic and Toiletry Preparations Review* compiled by the Communications & Marketing Partnership Ltd said: "Since the start of the new series of Business Monitors the conditioning category has been the most buoyant in the hair preparations market. Although at just under £9 million at msp it accounts for 10½ per cent of the market and has, since 1973, just about

doubled in size. Growth in 1974 was about 52 per cent and 26 per cent in 1975." The latest report from the same source states that at present this is the real growth area in the hair preparations market . . . it has shown a high level of buoyancy since 1974. The level of real growth during the twelve-month period to September 1976 was 12 per cent up on the corresponding year ago figure despite the fact that during this time hyperinflation put a great deal of pressure on family budgets and really started forcing selectivity in spending patterns.

It has been shown that today one in every three women uses a conditioner. Although this is a good figure there is clearly still plenty of scope for expansion.

Ideally a conditioner should be used after each wash—but which type with so many products in the market? In essence, the "deep action" conditioners are intended to be used when the hair is badly damaged and their aim is to get it into the sort of condition that can be maintained by the regular use of creme rinses. People with all types of hair can use conditioners, although those with very greasy hair should perhaps use one of the special variants. Shampoos which contain conditioners are also available, but it must be remembered that even these have cleansing as their primary objective. They can overcome some of the problems of overwashing, but it is questionable whether they can add the extra strength necessary to help badly damaged hair.

Recommendation

It is particularly important to recommend the use of a conditioner when selling a colourant—to put back what the process is liable to take out. It has been said that one can never use a conditioner too often, but for a conditioner to be really effective it should at some stage be combed through the hair.

Obvious though it is there is no better selling method than recommendation. If assistants can be persuaded to familiarise themselves with products (if only by reading the backs of packs) then they

will be better equipped to offer advice and guidance to customers. They must, of course, be made aware that there will be a customer with medical problems who must be referred to the pharmacist—and that there may be others with serious hair problems who will need to consult a qualified hairdresser. In the words of one leading London hairdresser to whom C&D talked: "Don't put the pounds before the professionals—the pounds will come in when the hairdresser has advised which products should be used".

Balancing out

There were nine major product launches in hair conditioning last year, and Natural Balance from Clairol is claimed to have been the most successful. Celebrating their first birthday in London recently the company discussed their view of the growth of this market. They see it as the fastest growing sector of hair care, with an average growth of 25 per cent. It is highly competitive, with 50 per cent of sterling sales through chemists. Clairol feel that the retail hair conditioner sector has grown rapidly in recent years as more women become aware of the benefits of using the products regularly to prevent hair tangling when wet and to make it more manageable by adding body—and to help in resisting the build up of static electricity which causes "fly-away" hair. Conditioners also help "fill in" damaged areas of hair, thus avoiding further damage (the analogy is drawn of filling cracks in walls to help prevent houses falling down!)

In January of this year Clairol introduced a variant for normal hair. Having successfully established Natural Balance the company, aware that about 25 per cent of conditioner sales are made in normal hair variants, introduced just such a product. It is a creamy pale blue in colour and has a light fragrance of linden blossom, say Clairol.

The company says that now that the "orgy of new products" seems to be

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HAIR CARE

Conditioners

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over Natural Balance is aiming to confirm its position as an automatic choice of brand. A major burst of television advertising appeared for the first time in April featuring a blonde with beautiful hair against a rather dismal background alleviated only by a swan—indicating that the product “works the way nature does because it puts back the natural balance living takes out of your hair”. The campaign will return in the summer. And, in order to satisfy customer demand for value-for-money, the chemist will have the opportunity to feature Natural Balance at a low price, says the company.

Alberto's three ways

Alberto Culver Co claim brand leadership for Alberto Balsam conditioner. The wording on the bottles says that the product “works like magic, does more than any creme rinse or conditioner”. It is said that Alberto Balsam replaces separate creme rinses and conditioners and does two jobs in one easy step. Its

conditioning emollients revitalise dull hair, add healthy lustre, eliminate tangles and fly aways, making hair easy to comb—and it helps eliminate split ends. The product will continue to be supported throughout 1977 by a national television advertising campaign.

Alberto VO5 fruit shampoos and conditioners are said to have a “unique pH balancing formula” which removes damaging alkaline residues, restoring the hair to its natural pH balance and preserving strength and resilience. The VO5 fruit shampoo and the conditioners will be advertised on radio and television during 1977 with a target audience among the 16 to 24-year-olds, believed to be the heaviest users.

The company has recently introduced Alberto VO5 hot oil conditioning treatment as a “new concept in conditioning”.

Advertisements are running over the next few months in *Woman's Journal*, *She*, *Annabel*, *Miss London*, *Prima*, *Over 21*, *Cosmopolitan* and *Vogue*.

Condition: silk

Elida Gibbs are spending £400,000 on television, Press and radio in 1977 to promote the Cream Silk conditioner range. The £120,000 Press campaign demonstrates that when combing hair the comb travels through the hair at 60mph so that hitting a tangle is like a “motorway smash”. Brand manager, Dan Hardy, explains: “The comb comes to an abrupt stop and the damage caused to the hair is considerable. A good conditioner is

essential if you're going to protect your hair.” Cream Silk is said to put a protective shield around each hair shaft and is described in the advertisement as being “like a safety belt” for the hair. This advertisement will be appearing in women's magazines until July. The Cream Silk range contains variants for dry, normal and greasy hair.

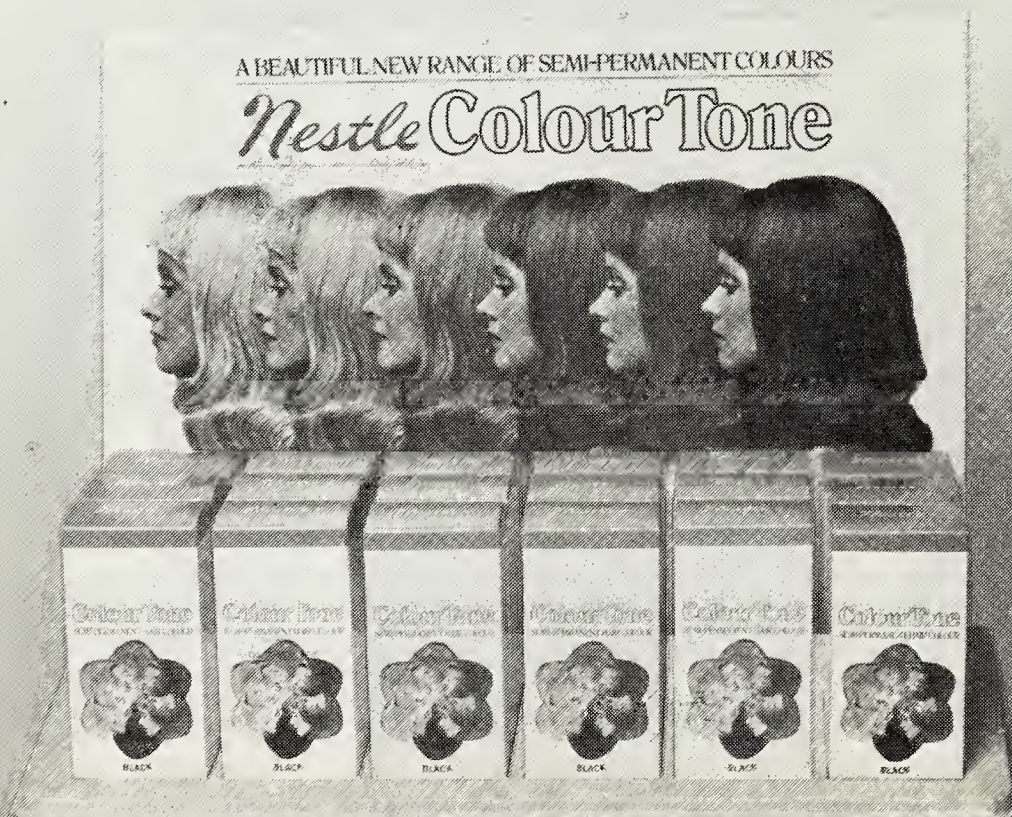
Elida Gibbs also market what is described as “the unique spray-on hair conditioner”. Shine, they say, has increased its sales by 105 per cent in the past five years. In May and June there will be a £5,000 campaign in women's magazines including *Woman*, *Woman's Weekly*, *My Weekly* and *Woman & Home*. A further advertising burst is expected to take place in the autumn.

Natural riches

Nature's Riches, the “fast growing conditioner from Beecham, has been repackaged in larger 175ml bottles. The consumer is being offered a 20p incentive to try this economical size. The product packs have also been restyled to improve brand and variant identification—in the words of the manufacturer, “the graphics are fruitier too!” identifying the four variants available (strawberry shine for normal hair, clear citrus for greasy hair, avocado for dry hair and coconut oil for flyaway hair).

Nature's Riches conditioners will be supported by their first-ever television campaign this year starting on July 1 in the Trident, Midlands and Lancashire

We think you'll like NEW Nestle Colour Tone...





areas. A national Press campaign will break in June and run through to December.

Wella right

The latest addition to the Wella stable of conditioners is Wella white, introduced for women who either tint or bleach their hair, currently estimated to be about four-and-a-half million women. Wella white has been formulated to compensate for the effects that colouring and

bleaching can have. Because the ingredients used in these processes are often difficult to rinse completely from the hair, they may continue to work resulting in a slight colour change and a possible deterioration of the hair structure. Wella white is said to stop this continuing action while at the same time restoring the hair to its natural pH balance, thereby helping to stop colour fade and giving healthy and glossy hair.

This product joins the already well established pair of Wella conditioners, blue for normal to strong hair (which repairs damage and protects), and pink for fine hair (which adds body and strengthens). These conditioners are all of the "deep-care" type which may be used to repair damaged hair. Wella Balsam creme rinse is of the type that should be used after every shampoo to maintain good condition. It helps prevent "frizz" and protects from the grime and soot of city life between shampoos. Regular use is said to smooth the surface of the hair so that it becomes more manageable; there are three variants—herbal, almond and lemon.

French Balsam

A recently introduced product is the Balsam hair treatment from French of London. It is a rich creamy lotion specially formulated to condition dry, bleached or tinted hair. To promote sales the company is planning to attach a sample sachet to all its shampoo bottles; a show-card will be produced as a point-of-sale

aid, together with a shelf strip designed to draw attention to the products with the words—"the finest hair preparations in the world".

Supersoft range

With the introduction last year of the creme rinse conditioner, the Supersoft hair care range from Reckitt Products was completed—shampoo, conditioner and hair spray. The conditioner was introduced, says the company, to meet the growing demand from women who realise that merely to shampoo is not sufficient if they want shining, manageable hair. Product group manager, Keith Brandon, comments that "creme rinses account for an estimated 70 per cent of the conditioner market with a usage primarily among the under-30s, and have been demonstrating significant volume growth." Reckitts are spending some £650,000 on advertising the Supersoft range this year, with campaigns covering television, radio and cinema. On radio they are sponsoring Radio Luxembourg's Top 30 until the end of the year, using similar themes to the television and cinema advertisements (themes which might or might not annoy the more ardent lady libbers in media land, except that they are saved by humour). To supplement the advertising there is a range of in-store promotional material available from representatives. "With three products all complementary to each other,

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we know your customers will!

Six fabulous shades of glamorous hair colourants to brighten or cover drab, mousey or greying hair, or complement natural colour. Last up to 6-8 shampoos. Contains Special Conditioner.

Your customers will see new Nestle Colour Tone advertised in large colour spaces in the leading Women's Magazines.

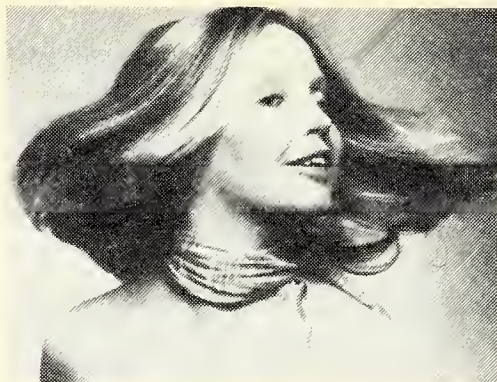
Nestle® ColourTone



HAIR CARE

Conditioners

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Courtesy of Gillette Industries Ltd

the Supersoft name is very important in hair care. With powerful support from the manufacturers, the retailer can be confident that if he stocks and promotes he will sell", concludes Keith Brandon.

The Schwarzkopf double

When *C&D* talked to Schwarzkopf, they stressed the advantages of using a linked range, which means that users are not mixing chemicals or perfume. The Corimist range is now well established as beneficial to women who suffer from dry hair, while the Batiste range was introduced more recently for people with greasy hair. The distinctive green bottle and product give excellent brand identification and the range comprises shampoo, creme rinse, dry shampoo and spray set.

Inecto's avocado and peaches

Inecto have a number of linked shampoo and conditioners available. Last year they introduced a special range for damaged hair—Inecto oil of avocado shampoo and conditioner. Avocado was chosen because it is said to be one of the richest and most beneficial fruits known to man, it contains "moisturising substances, valuable minerals and nine vitamins", all of which are considered beneficial to damaged hair or for bleached or tinted hair. The company also added a conditioner to complete the peach nut oil range. The kernels of peaches are described as a rich reservoir of nourishing oils, particularly beneficial to dry and out-of-condition hair. Peach nut oil conditioner is again a "deep action" type which improves the texture of over-processed hair, giving it a new elasticity and shine.

Us plus

To confuse the consumer even more (not to mention the retailer!), there are shampoos on the market which contain a conditioning agent and are therefore said to perform the two functions at once. One such is Us shampoo, with oil-free natural conditioner, from Johnson Wax. A spokesman told *C&D* that among the new products launched into this market Us has gained greatest acceptance at the younger end of the market where usage is heaviest. Thirty-four per cent of the 16-24 year olds shampoo their hair more than three times a week and such frequent washing strengthens the requirement for an effective conditioning shampoo, coupled with the fact that younger people tend to have longer hair which makes extra conditioning more desirable. Us shampoo is described by the company as a mild product specially formulated for this age group. There are four variants

which sensibly acknowledge that it is not always easy to classify hair into definite categories, they are for greasy to normal hair, problem greasy hair, fine and dry hair, and normal hair. The total advertising budget for 1977 stands at £350,000. There will be a second burst of the television commercial, first seen in March—April, in the summer.

Bristows with polymer

Last year Bristows shampoos were relaunched with a new formulation containing a polymer conditioner to provide cleansing and conditioning in one action—the polymer is deposited on the hair during shampooing. The hair is said to be given the exact amount of conditioning it needs and in this way, the company says, Bristows brings the entire head of hair up to standard in smoothness, shine and manageability. The product is available in five variants, for normal, dry, greasy and fine hair and for dandruff. The 1976 television commercial will be repeated from this month.

Wright on

Wrights shampoo, from LR/Sanitas, was relaunched last year with a new formula containing a protein conditioner. Research undertaken by the company confirms that women are now tending to wash their hair more frequently so a "mild" variant has been added to the range. Wrights now believe that one of their shampoos will be right for any woman, whatever her hair type. There are four available—coal tar for dandruff, lemon for greasy, herb for problem, and new mild. The latter contains balsam extracts and is described as being particularly suitable for women with normal to dry hair who prefer to wash it more frequently. The bottles have been redesigned and the new labels emphasise the protein conditioner content.

Earth Born

Sometimes it takes a simple product to add further confusion because now that consumers are finally being convinced of the need to use a conditioner after shampooing, along comes a shampoo which is the exception to prove the rule. Earth Born shampoo from Gillette is a shampoo which conditions without containing a specific conditioner! It is said to restore hair to its natural pH balance immediately so that hair becomes cleaner, shinier, stronger and bouncier all at once, and there is no need to use a conditioner after it. Earth Born is available in three variants—avocado for dry hair, apricot for normal and green apple

for greasy—and is said to be ideal for today's customers who are looking for more "natural" products, who have increased hygiene awareness, and wear modern hair styles. The product was test-marketed in the Granada television area, where the company tells us it achieved a 7 per cent share of the market in 12 weeks—which they naturally feel augurs well for the national launch.

Elseve Balsam partnered

L'Oreal entered 1977 with a £300,000 national promotion for Elseve Balsam creme rinse; and have also brought out its long-awaited shampoo partner. The company feels that it has put an end to woman's search for the ultimate shampoo by introducing Elseve Balsam shampoo, "something that will transform mundane looking hair into something stupendous, a shampoo that can satisfy all but the most obscure needs".

Elseve Balsam is a high performance, technically-advanced shampoo, which caters for all hair types, except the very greasy, says the company. Enjoying full patent protection, the shampoo is a unique blend of conditioners which first washes away dirt and excess grease then conditions the hair. The shampoo, which will be available from early May at an introductory price of £0.55 (usual recommended retail price £0.75) will be sampled to a wide range of women through monthly magazines, *Woman & Home*, *Woman's World* and *19*, and weekly magazines *Woman's Weekly*, *Woman* and *Woman's Realm*. The sachet which is to be incorporated in these magazines is larger than usual, and has been specially developed to lie flat to ensure security of contents. L'Oreal feel that there is no better way of convincing others that their product works than by allowing a large percentage of the market to try for themselves.

Back to henna

As mentioned earlier henna is probably the oldest hair conditioner. It comes from a species of an oriental privet plant, *Lawsonia*, whose leaves are dried and powdered. As proof of its ancient history, there are references to it in the Bible, in ancient Egypt, and also positive references to people such as Nefertiti, Cleopatra and Mohammed having used it. Apart from being used in those times to promote "hair shine" (a reference to its excellent conditioning qualities), it was used as body paint, to make tribal markings on the face, hands and feet.

Being a "natural" product, henna has seen a revival in its use in recent times. It did receive unfavourable publicity during the war years, but that was because some henna "compounds" then available (henna mixed with chemicals) had a deleterious effect on the hair.

Henna (Hair Health) Ltd is a company set up about three years ago to promote natural henna and to re-educate the public about its effectiveness. Their range contains only natural products which, they say, can in no way harm the hair. Contrary to popular misconception,

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One of the worlds
best kept secrets



The discreet way to tone away the grey.

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A quality product from L. E. Vincent & Partners Limited.



woman

LIKE TO MEET A GHOST?

BRITAIN'S TOP SELLING WEEKLY FOR WOMEN FEBRUARY 12th 1977 12p

WOMAN'S OWN

JOIN THE PEASANTS! Inside - how to make this blouse, bolero and skirt

WOMAN'S OWN CASH-INS Save up to £22 on our clothes and craft frame

We take you inside THE PLACE

Woman's Realm

9p

BARGAIN OF THE WEEK

OVER 21

JANUARY 1977 30p

FOR TODAY'S PARENTS

mother

December 1976

30p

19

BEGINS THIS MONTH **CHICONOMY!**
High-Fashion Looks From Low-Budget Ideas
THE BRIGHT, NEW SHOPS WITH EXCITING, NEW DESIGNS!
Your Month-By-Month **PASSION PROSPECTS FOR '77!**
ROD STEWART At Home With His Lady
PLUS! Pull-Out Cook's Wall-Chart

Australia 25p New Zealand 35p Canada 41p Malaysia 33p

Woman and Me

METROPOLITAN

March 1977 • 35p

So You Think

You Can Win a Honda Car
The World's Call of

money

Australia 30p New Zealand 35p Canada 41p Malaysia 33p

WORLDLY SUCCESS:
have you got what it takes?
do you want what it brings?

VOGUE

MAR 1 60p

the best of everywhere

international fashion & beauty
who's who
and who

You'll find Wella is in all the right places.

Yes, *all* the right places. All the right women's magazines. And all the right High Street shops. You *still* won't find Wella in grocer's shops, of any size. Our advertising and promotion budgets are at an all-time high

reflecting our confidence in the future. Ours, and yours. All our advertising stresses the very real value for money that Wella products represent. And that's the story that will sell today. Be ready.

WELLA we know about hair



From Wella, the hair colour you
can use at home...
with confidence

wella
colour
confidence

wella
care
Almond
balsam
creme rinse

wella
colour
confid

wella
colour
confidence

wella
colour
confide

wella
hair
spray

wella
conditioner

wella
conditioner



Courtesy of Henna (Hair Health Ltd)

Back to henna

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not all henna-based products will colour the hair—neutral henna, which is used in the shampoos and conditioners, only serves to improve the condition of the hair. It is particularly recommended for greasy hair, where with regular use it is said to help to slow down over-active sebaceous glands. Another product from Henna (Hair Health) Ltd which contains no colour is henna treatment wax, launched two years ago. The wax, which is said to be especially effective on dry scalps, overbleached or over-permed hair, is used as a restorative for the structure and manageability of the hair.

The company also has a number of colouring henna products of course, and by mixing henna from various plant sources they have succeeded in achieving a wide range of colour tones. The colour produced by henna could be difficult to remove but the company can recommend procedures to lessen the effects if they are too severe and the colour will fade in time.

Follow instructions

It is important for users to know what percentage of white hair they have. The white hairs will, of course, take the lightest shade and so will tend to turn the brightest red. People with a very high percentage of white hair are therefore recommended to have it coloured professionally. If, on the other hand, the percentage of white hair is low the worst that can happen is that not enough colour will come through. Another important aspect of using henna is to prepare it properly by following the instructions on the packs to the letter. The product must be mixed with very hot water, preferably boiling, and mixed to a smooth paste; any lumps will dry in clumps in the hair concentrating the colour in one place. It is also recommended that the head be wrapped in tin foil to conserve the heat while drying.

Colouring products at present available from Henna (Hair Health) Ltd, 5 Singer Street, London EC2A 4BQ, are henna powder in natural red, golden, brown, black, chestnut brown and dark warm brown. Other products include a herbal shampoo, a medicated shampoo, and one for dry hair, henna Lifeplus balsam, herbal antioxidant, red or brunette gloss shampoo and henna powder for oily hair.

HAIR CARE

The changing style of men's hair care

The radical change in men's hair styles over the past few years has prompted an equally revolutionary change in the type of products available on the men's hair care market.

A quick look at the history of men's hair styles takes us from the yankee doodle regency vanity of high, extreme and extravagant coiffures for the men of the court, to the functional short crop necessitated in the interests of hygiene by the 1914-18 war. This style, which originated on the Prussian front, soon swept most of the western world and, incidentally, brought haircuts for women more into vogue too. It lasted through the Second World war. "Class" had a lot to do with hairstyles in those days—officers always wore their hair slightly longer than an enlisted man, they were the sort of men who frequented their barbers every fortnight or so, never for a shampoo, but for a cut and a shave. With the change in consciousness wrought by the '50s and the "Presley Thing", the shaving trade dropped off but visits to the barbers for washes, blow dry's and perms became more frequent and cut through class barriers.

The sixties of course heralded the real revolution—the Beatles, the Stones, hippiedom and guruville brought in their wake full fringes, the "Jesus" look and problems for the High Street barber! It is thought that this is when women took a hand and led their men, whose new look they liked, to their own hairdressers to be tidied up, so that eventually the unisex boom took off.

Once the pendulum had swung right over to the extreme of hair-as-long-as-

you-can-grow-it, it settled down in the late sixties to a shorter look, but one which was more natural than the earlier crops—no backcombing, no spray, no grease, the do-what-you-feel look. And the feeling was that men wanted to look like men again, probably to re-establish an identity in the face of growing feminine militance. One aspect of this trend was for men to withdraw themselves from the unisex salons and back to an atmosphere of male clubland in new style "barbers".

An interesting sidelight on this growing awareness of men to their hair was a radio phone-in programme on Capital Radio when Joshua Galvin, London hairdresser and teacher, offered to answer questions on hair problems. Apparently it elicited the second biggest response the station had ever had to a phone-in (the first being on abortion), and it is probably fair to say that three-quarters of the callers were men.

It is always difficult to predict the future, especially where fashion is concerned, but Joshua Galvin for one believes that men will increasingly opt for the "totally groomed" look, keeping it neat but natural, as illustrated in a recent edition of *Vogue* magazine where a hairdresser and Wella joined forces with Cecil Gee and the Wool Secretariat to design a "total look" for men.

Wella care for men

Wella believe that it doesn't take much to break bad habits, all you need, they say, is a little thought and Wella for Men. The shampoo, either regular or anti-dandruff, is concentrated, it works hard



One of the pictures taken by David Bailey for the *Vogue* advertisements put together by Wella, Frank at Michael-John, Cecil Gee and the Wool Secretariat to illustrate the "totally groomed" look for the man of the seventies

without being harsh so it is not necessary to scrub and scratch the head clean. The company assures their customers that they can safely use Wella for Men shampoo every day. The Wella for Men conditioner has been developed to penetrate the hair making it look and feel thicker and healthier—"it helps to put back what hard living takes out". The company also has a range of hair dressings, the liquid dressing stimulates the scalp and provides non-greasy control, this is available in either regular or medicated formulations. For longer hair the Wella for Men spray gives an invisible dressing for effective control, there is a spray for normal hair and another to put shine in dry hair.

Cossack

Reckitt Toiletries offer figures to suggest that there is a trend away from cream type products and towards aerosols.

	Creams	Aerosols	Gels, liquids
1972	51%	19%	30%
1976	37%	38%	25%

This trend, they say, is largely a function of the change in hair styles. Because hair is generally longer now it is no longer appropriate to "plaster" it to the head—aerosol hairdressings leave the hair looking natural. Since the aerosol boom in 1973 the market has settled down and the company is quite happy with the present position in that market of their product, Cossack.

Recent advertising has replaced the motor racing theme with a footballing one. The copy features Phil Parkes, Queen's Park Rangers goalkeeper, using Cossack on his hair after a match. The company felt that there were two ways to sell their product—on a "sexual" theme or a "sporty" one. They settled on the latter feeling that men want to be reassured that to wear a hair spray is no longer considered "cissy" and that if they wear Cossack they too might lead the exciting lives led by the promoters.

Much of the company's advertising is aimed at the men themselves. Recent figures have shown that over 50 per cent of cans of Cossack were bought by men, 25 per cent (all figures are approximate) were bought by wives or girlfriends—but only because the man concerned had specified the brand to be bought. Among the remaining percentage chosen by women, are ladies who already know

their man's preference so that the company feels the importance of women in the selection of a brand is minimal.

The television campaign featuring Phil Parkes (which will of course be seen by women) will run through until the end of May. "Around 15 million men will see the advertisements", says product group manager Keith Brandon, "that is about 500 times as many people as would see Phil at any one match."

Flying the falcon

Information from Beecham suggests that 38 per cent of all money spent on male hairdressings is spent on hair sprays. The company's fast growing Falcon brand has two invisible-hold, greaseless variants. The normal hold is designed for the over-20s group and power-hold for the younger, "highly active" man who requires extra control. Both have a re-groom ingredient which allows re-styling with a wet comb without re-spraying. 1977 advertising support will comprise £100,000 above the line spending, with a campaign expected to break in September.

Enter Denim

Into the "Jeans Age" has come Denim, a range of products from D. & W. Gibbs which includes hair control. The company, not unnaturally, considers that Denim has been the most successful range to enter the men's toiletry market for "several years", and has certainly caught the imagination of the public with its memorable television campaign.

Brylcreem since the thirties

Beecham also feel that the male hair-dressing market has changed radically since the thirties, though one element at least to their mind seems to have spanned the years successfully and that is Brylcreem.

Brylcreem, they say, currently outsells any other single hairdressing, by three to one, and is probably the most famous men's hairdressing of all time. Since the thirties, it has been a household word, yet in the sixties, the brand seemed doomed. As already illustrated, the "plastered-down" look began to be rejected by younger, fashion-conscious men, in favour of longer natural-looking styles. To these consumers, Brylcreem represented everything they disliked in

haircare preparations—and a number of competitive hairdressings appeared on the market, complicating Brylcreem's problems by claiming to give totally greaseless control.

It became necessary to improve the product's appeal to younger men, while keeping the loyalty of existing users, and Beecham attacked the problem by reformulating Brylcreem, so that when applied in the traditional way (3-5g on dry hair) it still produced the conventional, strongly-controlled look—but when applied as a "little dab" of about 1g to damp hair, it produced the light, invisible control required by younger men.

The next task was to repackage—it was put into a red plastic tub and backed by an advertising campaign, which later developed into the "Brylcreem bounce" name. In 1975, an anti-dandruff variant was launched, in a similar blue tub.

Beecham now feel that Brylcreem's revitalisation was a success, and it steadily won back users. Its chemist trade brand share is now at its highest for nine years, and Beecham will be spending £200,000 on a television campaign for the anti-dandruff variant, breaking July or August, in the London, Midlands, Anglia and Severn areas.

Shown below are a collection of Brylcreem bottles demonstrating the change of image which has occurred since the thirties. The wording on the earlier bottles reads: "Absolutely free from gum, it imparts a splendid gloss to the hair, it fixes it in any desired position, it never 'flakes' the hair". To-day the wording on the front of the tubs is "Brylcreem—the perfect hairdressing".



BEAUTISALES make HEADLINES

Jochem's Hormone Hair Preparation

£8.40 per dozen + VAT
£1.14 each retail



Gill's Medicated Dandruff Remover Shampoo

£1.92 per dozen + VAT
26p each retail



Obtainable from your local wholesaler or direct from:

Beautisales Ltd. 35 Old Bond Street, London W1X 4JH Tel: 01 493 2565/6

HAIR CARE

Product review

Wella have told *C&D* that after having been on the market for three years with twelve shades of Colour Confidence permanent use-at-home hair colour, they have decided to fill what they feel is a gap in the market with a thirteenth shade. This will be between black and dark brown, called shade no 30, darkest brown. In fact, Wella add, the call for a shade in this area comes from the consumers. The vast majority of the population in Britain has brown hair, and sales by shade show that the range of browns are the best sellers. Darkest brown will be available from May 9.

Nestle Colour Touch is a spray-on, shampoo-out hair colour available in black, brown, auburn and silver grey to touch up roots and Streak n' Tips is a range of spray on glamour colours in silver, blonde or gold. Nestle Lite contains a conditioning bleach to lighten the hair one to ten shades. All three products are being advertised at the moment in leading women's magazines. A new hair colourant from this company is Colour Tone which is available in six shades to last through six to eight shampoos. It contains no peroxide or paradyes and is available in black, auburn, warm brown, ash blonde, platinum and golden blonde.

Total range

An advertising campaign for the **Beecham** Shaders and Toners broke last month, advertising the products jointly for the first time. The theme is "with Shaders/Toners, changing your hair is as easy as changing your mind". The rationale behind the £100,000 campaign in women's magazines was explained to *C&D* by Mike O'Donovan, Beecham's marketing manager for women's haircare, "It is to show Shaders and Toners as a total range of trouble free hair colourants that are particularly easy to use."

The company also tells us that the total UK colourant market is now worth £18 million and that temporary colourants represent the only growth area in the market. Softly Blonde is also being supported by a national Press campaign whose theme is "Taking the plunge" emphasising the gentle lightening action of the product.

More than £800,000 will be spent by **Elida Gibbs Ltd** in 1977 promoting the new look Sunsilk products. The Harmony range is being backed by £700,000 which will cover television advertising beginning this month and a magazine campaign during the summer and early autumn. A Harmony colour television commercial is to be tested in the Trident Television area covering Yorkshire and Tyne Tees from now until July. A new television advertisement for the range of Pears

shampoos will appear within the next couple of months.

Johnson & Johnson Ltd believe that gentle shampoos are a growing sector of the market. Although the company's reputation has been built around their range of toiletries for babies, adults now buy and use for themselves two-thirds of all baby toiletries produced by them. Johnson's baby shampoo is one of the best examples of a brand successfully becoming an adult use product. After being a baby product for 20 years, the brand was reformulated, repackaged and relaunched in 1973. Since then, the company says, the brand has gone from strength to strength, establishing itself as a major brand in the adult market while still taking 60 per cent of the baby shampoo market. This year the company will invest over £300,000 on advertising and below-the-line promotional support for the brand. A Press campaign broke at the end of last month with double-page

spreads in 13 women's magazines. A programme of promotional activity will complement the advertising, and one of the aims is to persuade even more retailers to display the product in the adult shampoo section of their stores.

Evanol products have been around for nearly forty years, having been established in 1938. When **Benton Beauty Products Ltd** took them over eighteen months ago they were exporting to two countries only, now they export to over twenty. The products will be advertised in women's magazines in June and July. Products include Evanol semi-permanent colourant, Simplex hair dye and Evanol henna powder.

The sole agency for **Petrole Hahn** hair tonic has recently been given to **Mr H. Jaccaz**, 32 Shaftesbury Avenue, Piccadilly Circus, London W1. The product was created in 1885 by a chemist in Geneva,

Continued on p650

In 1977, Hahn Hair Tonic is back again.

HAHN HAIR TONIC ?

The modern way for men and women to keep their hair well groomed.

HAHN HAIR TONIC

is non-greasy ;
with prime alcohol to cleanse and invigorate your scalp,
with purified petroleum spirit to sustain your hair,
with natural citrus essences to keep your hair healthy and fragrant,

HAHN HAIR TONIC removes dandruff and promotes healthy growth of your hair.

**THAT'S THE WAY
TO LOOK AFTER
YOUR HAIR.**



200 cc./ 35° alcohol

HAHN HAIR TONIC is now available through :

Henri L. JACCAZ & Co.
32, Shaftesbury Avenue
Piccadilly Circus
LONDON W.1

HAHN HAIR TONIC, manufactured in France by Ets F. VIBERT S.A. 89, av. Berthelot / Lyon

Your trump card...



... this attractive new Mason Pearson full colour showcard. For it brings you a double benefit. It highlights your reputation as a supplier of the best of all hairbrushes. And it ensures that plentiful sales of those unique Mason Pearson brushes—for which the demand is so expansive that it still outstrips production—come *your* way.

All that's needed is a reminder that you are a Mason Pearson stockist—and this is just what the new showcard, featuring the same illustration as Mason Pearson current advertising, will provide stylishly and distinctively. So do make sure you have it on display.

MASON PEARSON

the great original.

Mason Pearson Bros. Ltd., 157, Piccadilly, London, W1.



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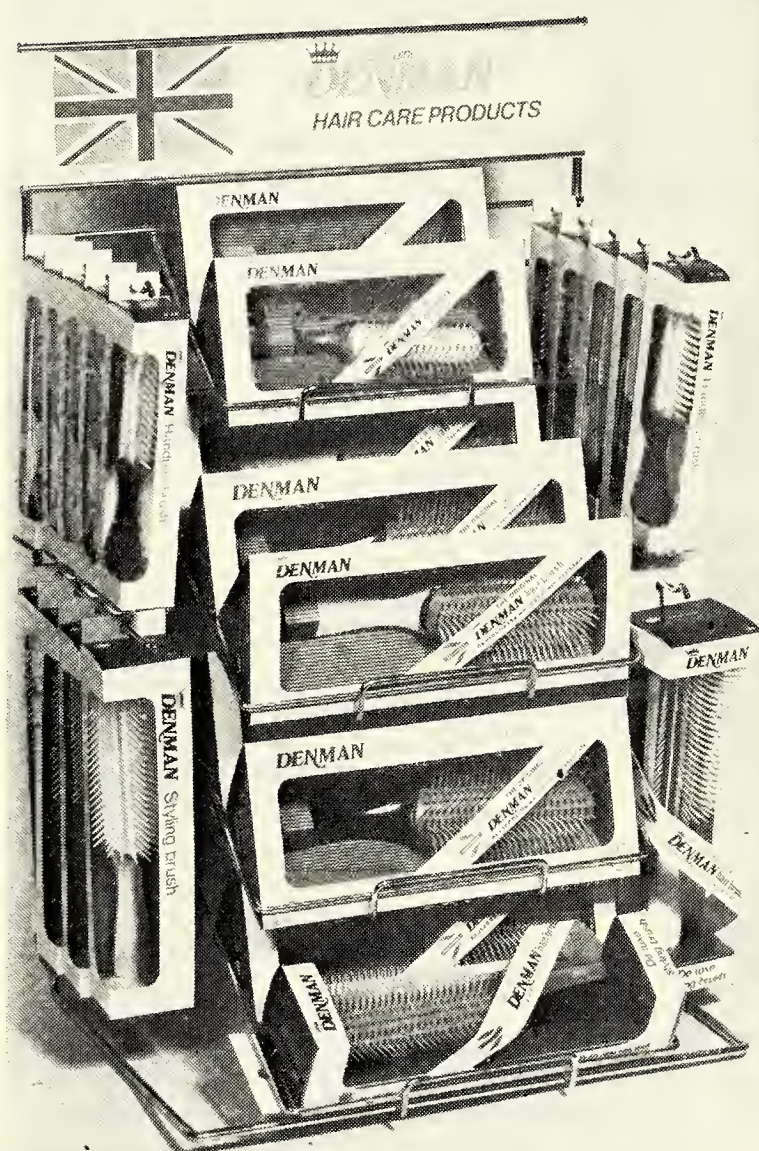
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Denroy House, 85 Brighton Road, Surbiton, Surrey. Telephone: 01-399 4151

HAIR CARE

Product
review*Continued from p648*

but the patent was bought by Francois Vibert in 1893 who began to import it to Great Britain in 1908. In 1932 an English firm started to manufacture it but there were many difficulties over distribution and sales and with this new move to Mr Jaccaz, the product is now being given a new start in Great Britain. Containing natural ingredients only, it is a compound of specially refined deodorised and purified petroleum and rich citrus essences used in a slightly acid emulsion with 35 per cent alcohol.

Trends in curls

Braun Electric (UK) Ltd predicted that "curls, curls, curls" were for the girls last Christmas, and not only did their prophecy come true but the trend seems to have lasted. They have a variety of products available to give busy lady consumers instant curl—the Braun curl control DLS 20 features 16 steam vents along its wand which are fed from a water tank slotted into the top of the tongs. This even steam penetration combined with the temperature control is said to protect

the hair whilst ensuring long lasting curls. The Braun quick curl has four rows of steam vents and a thermostat to ensure that the tongs cannot overheat, with a "ready to use" indicator dot. The hairstyling set plus 2 (HLD 50) is based on a 500 watt dryer with seven attachments—a waving comb, concentrating nozzle, wide tooth comb, brush, curling tongs, mist spray and styling handle. The Manstyler (HLD 51) has three attachments, concentrating nozzle, waving comb and brush to provide any man with a complete kit for well groomed hair, says the company. Two pistol grip hair dryers are also available, the HLD 6 and 1000, the latter features two air flow speeds and a separate reversible nozzle.

Interesting trends in the electrical hair care market have been noted by **Philips Electrical Ltd**, and are outlined in the following table:

	Trade deliveries in millions	
	1973	1976
Hand driers	1.750	2.350
(of which hot combs/ stylers accounted for)	.070	1.000
Saloon hoods	.500	.110
Heated rollers	.800	.600
Curling tongs	.420	1.400
Clipper/home trim	.060	.150

As can be seen, sales of hot comb/stylers and curling tongs have increased dramatically during the past two years and saloon hood hair driers and heated rollers have come down in market delivery terms. In 1975, Philips introduced the HP2503 Home Trim and they

hope that with continued advertising the popularity of this product for home hair-cutting will continue to grow.

Considerable stock of many hair care appliances was not sold last Christmas by the trade generally, and Philips believe that it could take several months for retailer's stocks to come down to an acceptable level. However, they do say that with the support of advertising it is quite likely that hair stylers will remain at the million piece level, particularly with the advent of new products this year. Philips have recently introduced a Universal hair styling set HP4122 which offers a styler and hair drier combined with a range of accessories for grooming and styling. The company feels that curling tongs which have boomed in the past two years could be in their final year at peak selling level. When this market declines it could be expected that the more traditional heated rollers will come back into their own.

The **House of Carmen**, who first introduced heated rollers in 1965, have lately introduced Carmen Cascade, which is a heated roller machine "with a difference"—it sets as well as curls and conditions. The Cascade range has recently been streamlined and, together with the company's new products, a hairdryer, styler set and minicurl, will be on show at the International Domestic Electrical Appliances Trade Fair later this month.

Denroy International Ltd have introduced a special easy-to-refill gold tone display rack for their Denman products and colourful window streamers are free with initial orders.

EVANOL

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PHILIPS REPORT



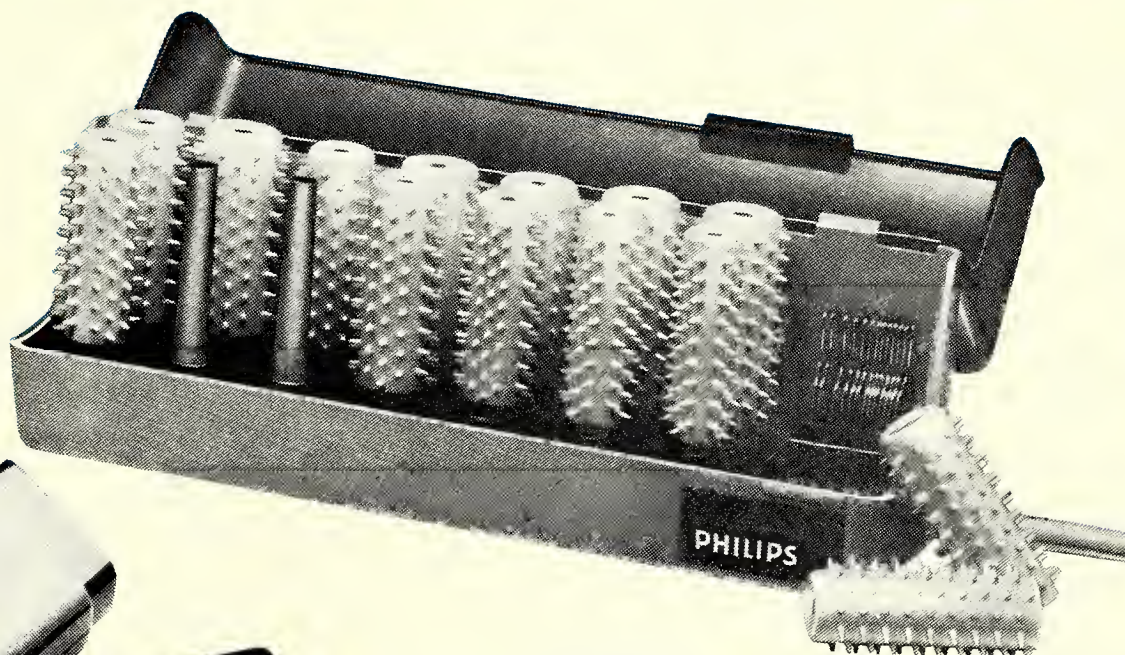
PHILIPS

Your customers & profits look more attractive with Philips

HL4506C

Hair Curler Set

14 hair curlers in 3 different sizes that heat up automatically, to give the hair body and bounce.



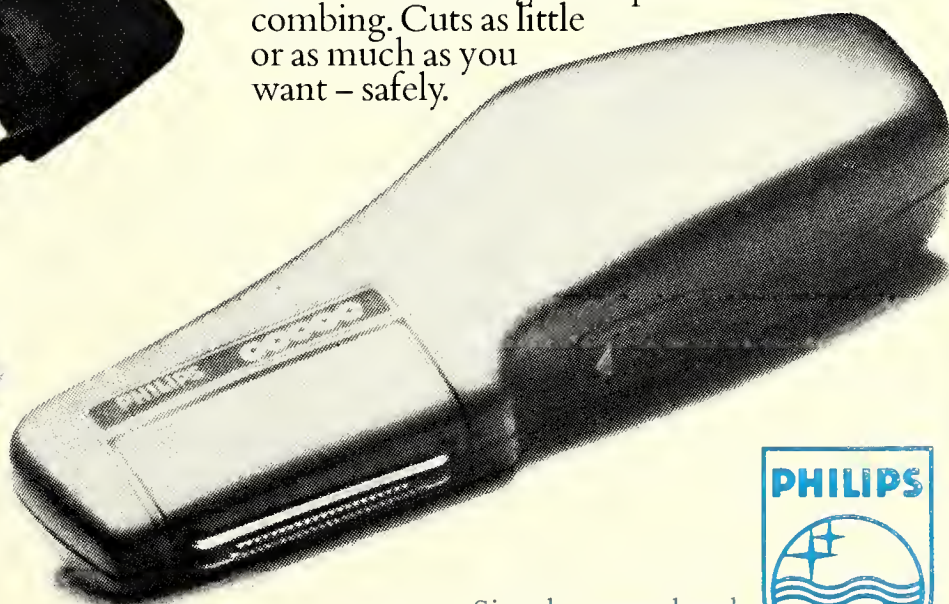
HP4118

Lightweight Hair Drier.

For quick-drying hair all over. With the separate nozzle fitted, hair can be styled and waved. Thermal cut-out.

HP2503 Philips Home Trim

Makes hair cutting as simple as combing. Cuts as little or as much as you want – safely.



Simply years ahead

All the best stories



begin with three wishes.

LOOK WHAT WE DID WITH THREE WISHES.

We've improved the formulations.

We've wrapped our Three Wishes in new packs.

More modern. More feminine. More eye-catching!

ALL THE BEST STORIES BEGIN WITH A MILLION POUNDS.

We're spending £1 million on TV and press
in the next twelve months.

There will be £2 million profit to the trade
in 1977.

HOW'S THIS FOR A HAPPY ENDING?

We'll be making big cuts with price-marked packs.

And we'll be giving generous trade discounts!

Finance for independents: some case histories

by William Cox, managing director, Herbert Ferryman Ltd

Herbert Ferryman have been wholesale chemists for 60 years in the Hampshire, Sussex and Dorset area and in recent years it has become obvious to the directors of the company that the independent pharmacist requires something far more fundamental in the way of assistance than just a good delivery service and cut prices on OTC products. Inflation and taxation have played havoc with the retirement plans of many pharmacists who sold their businesses in the 60's and 70's. Many sold for straight cash sums and the value of these "nest eggs" has been eroded at an alarming rate—so much so that it is now a fairly common occurrence seeing retired pharmacists back doing locum work.

A shared problem

Ferrymans is a family business and faced exactly the same problems as the independent pharmacist. The Cox family decided to buy the business in 1963 but they had to borrow the money to do so and pay back this money over a period out of taxed income. At the same time the business had to be modernised and made more efficient and as it developed additional capital had to be raised to help finance expansion. This is not a peculiar situation: it is common with thousands of businesses up and down the country in a hundred different fields, but the experience which was gained at Ferrymans is now available to the independent pharmacist. The whole idea is one of mutual help—Ferrymans need the independent to survive themselves!

One outstanding problem of the pharmacist with under £150,000 turnover is the low standard or frequency of professional advice which can be obtained from his fellow "professionals"—that is, banking, law, accountancy and surveyors. His

business is just not big enough to attract the right people to his side. There are of course plenty of exceptions but by and large the independent pharmacist will not know how well he has managed his affairs until at least six to ten months after the end of his financial year. At the other end of the scale, what chance has a young married pharmacist, with possibly one or more children and a mortgage, got of raising capital to buy a business?

The Midland Bank, which has helped Ferrymans over the years, also realised the potential and it was decided to invest through their subsidiary Midland Industrial Investments in Ferrymans and make available cash to further the interests not only of Ferrymans but of course the independent pharmacist. Cranfordian Ltd has been established to cover all the "non-normal" wholesaling interests of Ferrymans (see p624). Below are five examples of what has already been achieved.

Potential given backing

A. A young pharmacist in partnership owning 25 per cent of a pharmacy had the opportunity to buy out his partner. Herbert Ferryman Ltd helped to ensure this was possible despite the pharmacist's limited borrowing capability. This pharmacist was seen as a potential buyer of further pharmacies as he had improved his pharmacy so dramatically (increasing the stockturn and sales, but most importantly the profitability).

B. A pharmacist wanted to retire from the pressures of running four retail outlets and thought that his only potential buyer was a multiple. Herbert Ferryman Ltd. disagreed as they felt that this small group should stay independent if possible.

A and B. A company has been formed

with pharmacist A as chairman and managing director, with pharmacist B as company secretary and a director of Cranfordian Ltd as financial director. Cranfordian Ltd has made finance available to pharmacist A to ensure he now controls the new company and the shares held by pharmacist B will be acquired over a period. Pharmacist B or his wife has a guaranteed income for ten years, he has certain "perks" like the use of a car and his retention fee paid, etc, but also he still has his connection in pharmacy.

In November 1975, pharmacist A owned 25 per cent of a pharmacy with a turnover at that time of approximately £90,000. Today he owns a majority of a company with a turnover running at nearly £50,000 per annum. All the necessary finance and expertise to arrive at this situation has been provided by Cranfordian Ltd.

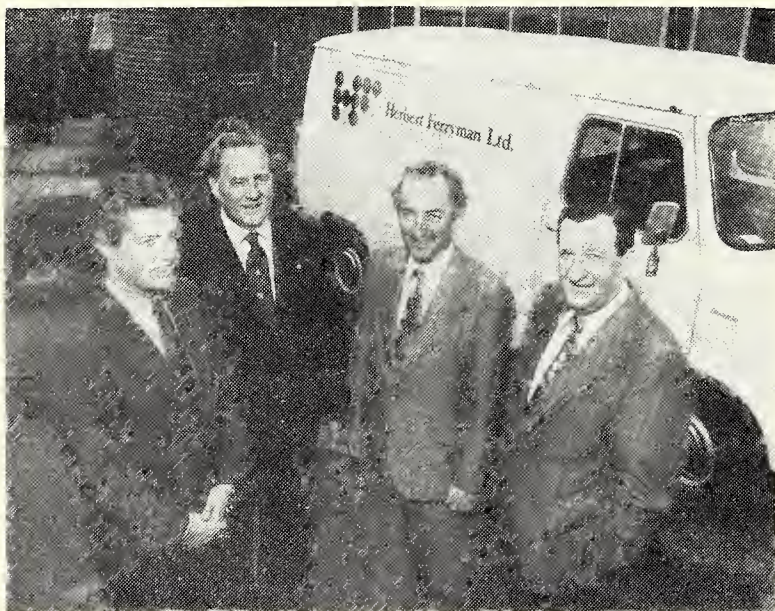
A second outlet

C. A pharmacist working as a manufacturer's representative had the opportunity to acquire an expanding pharmacy with a turnover of approximately £75,000. His resources and borrowing capacity were limited. It was possible to form a company, with the pharmacist and his wife owning all the shares, to take over the pharmacy. Herbert Ferryman Ltd guaranteed the borrowings required and put one of their directors on the new company's board as finance director to help in financial control. This pharmacist has now been assisted into a second retail outlet. The joint turnover of the two outlets is in excess of £230,000 per annum. After paying all charges for finance, etc, the owners can expect £20,000 at least from the two outlets.

D. A young pharmacist employed by a multiple wanted his own pharmacy. Herbert Ferryman Ltd advised on the acquisition of a small pharmacy where the main competitor was a pharmacist coming up to retirement. When this pharmacy became available after a year it was possible to organise the young pharmacist's situation to ensure that he could borrow sufficient finance to pay for it. The bank required that a director of Herbert Ferryman Ltd should be on the board to assist. The small pharmacy's turnover in the first year was £28,000; in the second year the combined turnover was in excess of £130,000. After paying all charges the owner had a salary from his own business of £11,000. He is now looking for another pharmacy!

E. A pharmacist manager had looked at a number of pharmacies for sale but had insufficient funds to buy any of them. A pharmacy became available and Cranfordian Ltd advised on the price and method of payment. As the pharmacist had little to act as security for bank borrowing, £7,000 was made available to him on a term loan and the balance of the purchase price was borrowed from the Midland Bank. Cranfordian Ltd will have a director to assist in any way. This pharmacist can expect his personal income to double in the first year.

Apart from the examples described here over 30 other pharmacists have been helped in a variety of ways.



Herbert Ferryman directors (from the left): P. R. Cashmore, BSc, MSc, L. W. Parsons, MPS, P. E. Cox, FCA, W. M. Cox, managing director

America against the Empire

by Mervyn Madge, FPS

When considering the respective influences of British and American pharmacy on general practice around the world it is probably best to examine the antecedents and similarities of the two.

Both are in a profit-making or capitalist system of society in which the needs of the populace are considered along with the need for profit—survival depends on economic viability. Because pharmacy itself is not self-supporting it is necessary to rely on the selling of other merchandise. Company or chain pharmacy is allowed as is the employment of pharmacists by unqualified persons.

America

From an evolutionary viewpoint American pharmacy has been influenced by the era of "pioneering" and "the frontier", in which it was part of a store supplying food and other necessities. It was an era when medicines were simple remedies and the store a meeting place for news and gossip—a focal point for drinking coffee and eating. Its influence continues in the pharmacies today with the news and magazine stands and the coffee and snack bars.

I have seen American pharmacy at its best—ethical, professional, with a well-planned patient record system, and a centre of information for doctors on their calls. I have also seen it at its worst with a chicken rotatory cooking machine on entry, meat ready for frying, rows of stacked cardboard containers offering for sale canned foods and fruit, the usual news and magazine stands, birthday cards, all other kinds of merchandise, and eventually at the end of the aisles—the dispensary.

American pharmacy is also the home of price cutting. At one pharmacy the shop window was plastered with advertising for cut prices on a "thousand and one" non-pharmaceutical lines and a large notice stating that "We will never be under cut; if you have a query consult the head sales person". By law in some states price cutting is enforced by requiring the pharmacy to exhibit a notice stating the price charged for certain drugs such as methyldopa. The patient can shop around to get the "best buy". We, in the UK, have not yet had cut price medicines but the threat is in the background.

Many points of similarity between American and British pharmacy can be seen. Both desire to be more professional, but the "popular" conception of difference seems to be the apparent brashness of the American, contrasts with the British who wish to be professional but have had commercialism thrust upon them.

A further point should be considered on world influence—the British Empire. Great

Britain was the natural centre for trade, finance, politics, and the professions. Pharmacy and pharmacists were "exported" to all British possessions and countries. It was naturally accepted one-way traffic, and the standards, principles and practices of British pharmacy went with it.

The day was never envisaged when there would be a reverse flow as at present. What effect this will have time alone will tell. The older colonies received independence and set up their own schools of pharmacy, societies, and associations. Today the emergents strive to show their independence. What effect has this had on British influence?

It seems that following the first taste of independence, a feeling has grown of co-operation; the need to get together. Hence we have seen conferences of pharmacists from former British possessions in the South Pacific; of Caribbean pharmacists; of South East Asian pharmacists in Singapore; and the growing strength and reputation of the Commonwealth Pharmacy Association.

I have talked with colleagues abroad in various sectors of the profession—teaching, hospital, industrial, general practice—and that feeling of contact with British pharmacy is as strong as ever; not, however, as a supplicant, or "colonial" but as one of equal status.

UK pharmacy is a source of inspiration, information, knowledge and experience—the *alma mater*. Pharmacists visit the UK for their degree or higher academic awards; tutorial staff go abroad, much use being made of the sabbatical year—in all, what may be termed the "to and fro-ing" of pharmaceutical knowledge. Several countries, like Hong Kong and Singapore, have passed a medicine act similar to the UK and are carefully watching the experiences and problems of Great Britain.

Australia

The influence exerted by Australia and New Zealand in the South Pacific and South East Asia must also be remembered. Many Australian pharmacists graduated in Britain and many British pharmacists have migrated to the Dominion. Many of the emergent countries, Fiji for example, have followed Australian experience and ensured tight control on development of company pharmacy.

At present, in Australia, pharmacists can use the words "chemimart" and "super-pharmacy" as a distinctive title, which perturbs many pharmacists. The action of British pharmacy on such things is carefully scrutinised as, for example in the Care case. I was frequently asked, "What would the Pharmaceutical Society of Great Britain do in this case or that case?" or "What does UK pharmacy think about

this?" Australian pharmacy has many problems of its own, and it seems likely that general practice will gravitate to sites in large shopping complexes.

The Caribbean

In the Caribbean the diploma entitles a person to practise. The apprenticeship system is the order of the day, and suitable to the economic position. However, there is a great desire to have degrees at four universities though it is realised this will take some time. At one time it was thought that with the demise of the Empire, the American influence would spread. It did not materialise and it was Canadian influence that developed; in fact in some parts the Canadian qualification has been recognised.

Though many countries follow the British pattern a large number have rejected the idea of company pharmacy and have prevented or controlled its development. Indeed in many parts of the world, outside the communist countries, pharmacy is still in the hands of the individual proprietor pharmacist.

Asia

In Singapore, Hong Kong, Sri Lanka and India, British pharmacy is practised alongside a native culture "pharmacy". The large Chinese population of the first two continue the traditional Chinese use of herbs, roots, barks and animal products, whilst India has the indigenous Ayurvedic medicine which can be traced back two to three thousand years.

Bangladesh and India have the old "compounders" and at the present stage of development it is difficult to see "pharmacy" without them, although in India they have to be registered. Indian "western" pharmacy has a hard fight to remain viable. Because of doctor dispensing and a state service, dispensing has decreased and the government will only allow a maximum profit of 10 per cent on medicines and other products. The sale of foodstuffs, and cosmetics, etc, has crept in to maintain viability. One leading Bombay pharmacist informed me of a programme to ensure that all drug stores have a pharmacist but he considered the action too late to have any real effect. He has had to launch out into the non-pharmaceutical business world, in separate premises, to help keep his first love—pharmacy.

Africa

In many African countries, where sophisticated pharmacy is not suitable or practicable due to economic and rural problems, there is still this basic desire to have a pharmacy system based mainly

Continued on p657

a vial proposition.

Our proposition is simply to provide you with the ideal dispensing container at the *right price*, in the *right size* and with the *right delivery*.

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Family	1330	0.50	6/12	7	4.04	8%	3.74	3.64	3.53
*P1 COJENE TABLETS									
35's	2240	0.53	1	14	4.32	8%	4.00	3.89	3.78
*CYSTOPURIN TABLETS									
40's	2320	0.38	1	11	3.40	8%	3.15	3.06	2.98
80's	2330	0.67	3/12	4	5.26	8%	4.87	4.73	4.60
*GENASPRIN									
28's	2410	0.18	6/12	2	1.24	8%	1.15	1.12	1.08
50's	2420	0.30	6/12	4	2.17	8%	2.01	1.95	1.90
100's	2430	0.53	3/12	3	3.92	8%	3.63	3.53	3.43
*SANATOGEN MULTIVITAMINS									
30's	1220	0.76	1	22	5.86	8%	5.42	5.27	5.13
60's	1230	1.39	6/12	19	10.36	8%	9.58	9.32	9.07
120's	1260	2.24	1/12	5	16.67	8%	15.42	15.00	14.59
*SANATOGEN MULTIVITAMINS+IRON									
30's	1910	0.76	1	22	5.86	8%	5.42	5.27	5.13
60's	1930	1.39	6/12	19	10.36	8%	9.58	9.32	9.07
120's	1980	2.24	1/12	5	16.67	8%	15.42	15.00	14.59
*SANATOGEN JUNIOR VITAMINS									
30's	2010	0.48	1	13	3.42	8%	3.16	3.08	2.99
100's	2030	1.07	3/12	8	7.91	8%	7.32	7.12	6.92
*ZAM-BUK									
Medium 28g	1520	0.22	1	6	1.74	8%	1.61	1.57	1.52

* Products marked thus are subject to Fixed Retail and Trade Prices.

Pharmacy around the world

Use of herbal resources

Continued from p655

on "British influence" with schools of pharmacy and degrees.

The need to conserve foreign hard currency has led to some countries endeavouring to become self sufficient; to develop and make more use of natural resources. This attitude has led, in India and Sri Lanka, to encouragement of Ayurvedic medicine and research into indigenous natural resources.

Red China is similar, with its long tradition of medicine and acupuncture etc, where "pharmacy" is not an independent profession but slotted in as part of the state service (*C&D*, last week, p605). However as to American or British influence, I would quote a back-handed compliment I received when I asked why so many Chinese spoke with an "English English" accent and not as is so commonly found abroad, the "American English" variety. I was told "we have not been good friends with the USA and our students who go abroad to study English go to the UK where 'English English' pronunciation is taught". We seem to have some friends!

The Pacific

Naturally in Honolulu, Hawaii and other American possessions pharmacy in on the USA pattern with coffee bars, news stands and price cutting etc, but a quite modern and good standard of display. Honolulu is the only American state which has the Union Jack in its national flag.

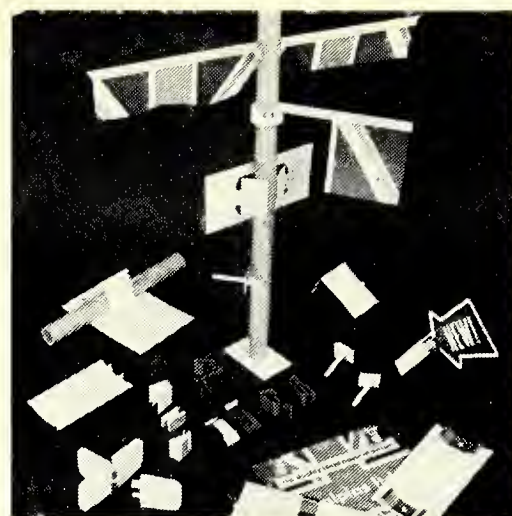
I have discussed British and American influence on pharmacy and it can be seen that with the departure of the Empire, British influence is as strong as ever. However, on the world scene there seems to be another influence at work which can affect both styles of "western" pharmacy—State controlled or State organised pharmacy. All modern countries, whether communist or capitalist, endeavour to protect their populations against ill health with insurance schemes. The communist and socialist countries have chosen a State planned and organised pharmacy where it is not an independent profession but part of the grand scheme.

The "western democratic capitalist" countries are facing high inflation, unemployment and sickness, with ever increasing costs necessitating more taxation or reduced services. The State naturally looks for ways to reduce costs and pharmacy seems inevitably to be a whipping boy, especially industrial pharmacy. We now see demands in many countries; New Zealand for the introduction of prescription charges, others for the limitation of type and amount of drugs prescribed. Sweden has already chosen a state organised pharmacy pattern. In California the government buys large supplies of commonly prescribed drugs and

pharmacy draws its need from the State. Other States insist prices charged are to be displayed to the public.

All this, with demands to nationalise pharmacy (not only in the UK) and the recently defeated Bill to allow local authorities to open pharmacies, raises the question of whether we are moving into an epoch of State controlled or organised pharmacy where pharmacy will lose its independence as a profession and become a State department.

Will British pharmacy be exerting a different world influence? Time will tell, but it is evident that all branches of British pharmacy are much respected abroad, and the pride of place is held by the Pharmaceutical Society of Great Britain. British pharmacists have a double responsibility not generally appreciated ("What do they know of England, who only England know?")—a responsibility to themselves and UK pharmacy and also to the outside world.



A range of fixing gadgets for placing promotional material on shelves, walls, ceilings etc, is available from Alplas Ltd, 19 Mount Avenue, Westcliff-on-Sea, Essex



EAREX for EARWAX

Over the counter, over the years, millions* of customers have appreciated the pharmacist's advice.

Earex for earwax problems.

Who better than the pharmacist to advise customers to use a little Earex to prevent earwax problems. And benefit from the continual support of a relieved customer.



EAREX

gentle eardrops

The brand leader for earwax relief.

**Over the last 2 years 2,500,000 bottles of Earex have been bought through retail pharmacies.*

NYLAX CONTINUES TO GAIN GROUND



THE
MODERN
VITAMIN &
HERBAL
LAXATIVE

**THIS YEAR
INCREASED
ADVERTISING IN
SUNDAY EXPRESS
NEWS of WORLD
SUNDAY PEOPLE
SUNDAY MIRROR
WILL SEND
SALES UP
EVEN
FURTHER**

Make
sure
you're
in stock.

**NYLAX
retails at 26p
for 30 tablets - so it
is good value that
everyone can afford.**

Direct from
British Chemotheutic Products
Ltd., (Makers of Optabs)
Kemtheutic House, Grant Street,
Bradford, West York. £2.17 doz.

Telephone:
Bradford (0274) 22005

Or order singles through your
usual wholesaler.

PSNI Council

Call to speed forgery reports

Difficulties in contacting the drug section about forged prescriptions were raised at last month's Council meeting after the president, Mr J. Chambers, reminded members that co-operation had been sought at an earlier meeting with the drug section.

Mr Eakin said he had spent virtually a whole day trying to contact the drug section by telephone after he had discovered some forged prescriptions at his pharmacy. He thought they were so good that few pharmacists would detect anything wrong during a busy period. There should be some means of establishing contact quickly, he said.

Many pharmacists were unaware that members of the drug section had a statutory right to examine a pharmacist's Controlled Drugs register, according to Mr Hunter. He understood some pharmacists had refused to produce the register when requested. The president said this point had been clarified at the earlier meeting but the section said it seldom had cause to exercise its right of inspection. He suggested another meeting with the section.

Finance for practical training

Discussing a letter from the Department of Health and Social Services concerning financial assistance for pharmacists who accepted students for practical training, Mr O'Rourke said it would come from the global sum deducted from pharmacist contractors. It was not a contribution from the Department. The scheme was similar to that proposed in Great Britain but in Northern Ireland he doubted if the sum available would allow the payment of £1,000 per annum for each student. For the next two or three years, over 40 students annually would be seeking practical training in the province.

The Local Pharmaceutical Committee, who had the final decision, was opposed to such a scheme. Professor D'Arcy thought Council should consider other ways of finding preregistration places for students. Perhaps two or more pharmacists could be encouraged to accept responsibility for one student. Mr Kerr said six months in one pharmacy was a short enough period but with six months in a hospital pharmacy, three months in one pharmacy and three months in another a student would probably not be familiar with his surroundings in the last two before leaving.

Following a letter from the Department of Health about nominations for membership of the Medicines Commission the name of Professor P. F. D'Arcy, head of the pharmacy department, Queen's University, Belfast, is to be submitted. The secretary, Mr Gorman, said there appeared to be a desire for as wide a representation as

possible throughout the United Kingdom. Professors Wade and Elmes had been appointed to the Commission when each was professor of pharmacology and therapeutics at Queen's University but neither could now be regarded as a Northern Ireland representative.

Presenting the Education Committee report, Mrs O'Rourke said Mr R. G. P. McMullan had clarified the recommendations of the Committee on Borderline Substances. If a doctor issued a prescription for a substance designated by the Committee as a food the pharmacist who dispensed it would be paid but the doctor would be surcharged. She thought it imperative, if good relations were to be maintained with doctors, that pharmacists should make themselves familiar with the recommendations.

Management symposium

Commenting on the symposium "Management efficiency in NHS general pharmaceutical service" held on March 26-27, Mr Eakin said Drs Booth and Jones had provided an interesting and valuable series of talks. It was impossible to cover every aspect of the subject in two days but he felt the students who attended must have derived considerable benefit. It was essential to have pharmacists present to initiate discussion on problems which students had not yet encountered. He would like to see such a symposium held each year and a certificate or statement issued by Council to each student or member who attended, he added. The treasurer, however, said he doubted if the Society could afford such a symposium each year as the total cost was about £400.

Mr Kerr suggested that local lecturers might introduce the subject and the whole topic be discussed on a number of days spread over several weeks. Mr Gorman said Dr Booth had mentioned the name of a company that might help pay the expenses of next year's symposium and this aspect was under investigation. Mr Kerr suggested that if the symposium could be held annually it might be possible to amend the Society's regulations to require each student to attend. It was agreed that the Education Committee should consider the suggestion.

The president said he had attended an enjoyable annual dinner of the Lurgan Portadown and Armagh Branch recently at which Mr I. H. McFarland had spoken on his duties as poisons inspector. Mr Chambers hoped to visit the branch soon.

The Secretary is to thank Dr J. R. McCluggage, secretary of the Northern Ireland faculty of the Royal College of General Practitioners for his work in arranging the joint meeting of faculty and Society on April 14. Professor A. H. Beckett had spoken on "Dope in society and sport and some methods for its control". The president also thanked Messrs Eli Lilly & Co Ltd who sponsored the meeting and in particular the company's local representatives.

The symposium on NHS responsibilities is to be held at Craigavon Area Hospital May 15 and the Department of Health is to be asked to invite all district pharmaceutical officers. The name of James Graham Hetherington, 38b East Way Rathcoole, Newtownabbey, co Antrim, is to be restored to the Register.

Control of drug advertising and prices in new package

A new Pharmaceutical Prices Regulation Scheme will give the Department of Health advance warning of unacceptably high profits and the drug industry is to tighten up its Code of Practice.

As anticipated last week (p588), the Government and Association of the British Pharmaceutical Industry have reached an agreement whereby arrangements for regulating prices would be strengthened and the former would have more control over drug advertising. In return, the Government has decided there is no need to press for the compulsory licensing of pharmaceutical patents as provided by the Patents Bill's clause 49, rejected by the House of Lords. The agreement, which was announced by the Secretary for Social Services, Mr David Ennals, in the House of Commons on April 28, will be enforced under the Medicines Act by new regulations on which he will shortly be consulting the professions. He said the agreement was designed to improve the confidence of the industry and encourage investment and research in the UK.

Under the existing Voluntary Price Regulation Scheme, which expires in August, companies are required to give the Department within six months of the end of their accounting year an independently audited return of their business in that year—the annual financial return. On the basis of this information the Department negotiates price adjustments with the individual companies. A company may seek a price increase at any time but the Department cannot try to restore profits to an acceptable level until at least six months after the end of the financial year and has no power to require a company to make repayments. Negotiations for repayment are considered as inevitably protracted and difficult.

Profits forecasting

The new Pharmaceutical Price Regulation Scheme would give the Department early warning of unacceptably high profits and the right to discuss corrective changes before the profits have been made. Each company would be required annually to provide the Department with a forecast financial return within the first three months of the accounting year, together with an estimate of the out-turn for the previous year. If forecast profits appeared to be unacceptably high the Department could tell the company what adjustments could be required after the end of the year. Alternatively the company and the Department could agree price reductions to take effect during the year concerned.

If the AFR showed unacceptably high profits the Department would negotiate with the company one or more of the following: Price reductions during the

accounting year following that covered by the AFR, to bring prospective profits down to an acceptable level; delay in, or restriction of, price increases; a repayment of excessive past profits.

Advertisements would have to contain specific information—active ingredients, indications for use, dosage, major side effects, precautions, contraindications and basic cost to the NHS. Regulations will be introduced on the prominence to be given to certain parts of the information to prohibit misleading graphs and tables and to stop the misuse of words like "safe". The regulations would allow a limited class of abbreviated or "reminder advertisements" which must occupy less than a full page and take a prescribed form. Abbreviated advertisements would not be allowed where the product licence stipulated that warnings must be given.

Sample checks

The ABPI would make sample checks of advertisements and refer breaches to the Code of Practice Committee. Any advertisement objected to by the Department would be withdrawn immediately pending reference to the committee.

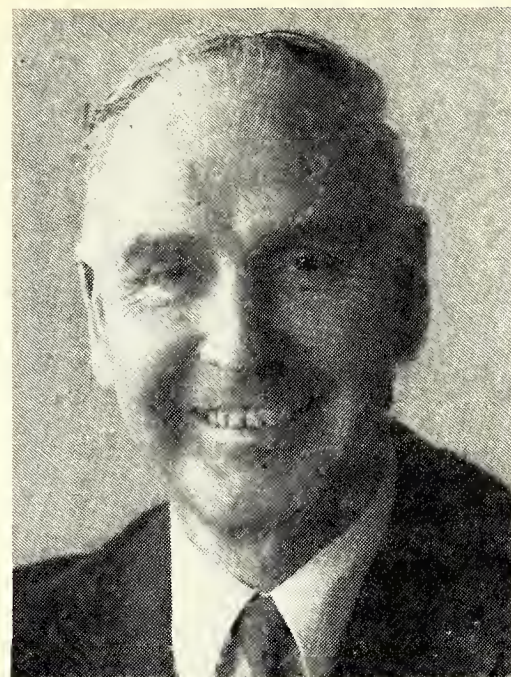
Advertisements would have to be certified as satisfactory by at least one doctor—nominated by the company—who would be personally responsible for its accuracy. Two independent doctors will be appointed to the Code of Practice Committee.

Data sheets sent to doctors would have to be approved by the licensing authority and would have to be placed in front of a doctor whenever a company representative visits, as recommended by the Sainsbury Committee in 1968.

Samples, apart from those given to doctors to enable them to know what the product looks like, would be supplied only in response to a written request from a doctor. The cost of samples and gifts to doctors would not be allowed against profits and the same would apply to any hospitality given to doctors other than modest hospitality at independently organised medical symposia.

Last July, Mr Ennals announced that by 1977 he intended to reduce from 14 per cent to 10 per cent of sales the amount of promotional expenditure accepted as a cost for VPRS purposes. He also said he was considering exempting from this limit advertisements in certain types of journal. Following objections to this proposed discrimination he has now decided that all journals should be treated alike.

Speaking at the ABPI dinner on the evening following his Parliamentary reply, Mr Ennals said that this cut in spending (not part of the new agreement) will release by 1979 about £13m at present prices to spend elsewhere in the NHS. He



Mr Frank Goulding, FPS, chairman and managing director of Pfizer Ltd, is the new president of the Association of the British Pharmaceutical Industry

was not dictating how much the industry could spend on promotion, he insisted. "Companies will be free to spend as much as they like—all I am saying is that the NHS, as a buyer, is entitled to set a limit to the amount which it spends through the prices of medicines to persuade doctors to prescribe particular drugs."

Explaining that under the new price regulation scheme each company would be free to settle its pricing policy for particular products within the appropriate limit of sales income, Mr Ennals said he felt sure the industry would prefer this scheme to some of the more rigid ones operating on the continent. With the strengthening of price regulation, he accepted that section 41 of the Patents Act was no longer needed and hoped that its repeal would do much to increase investment in the UK industry.

Industry's comment

Mr Michael Peretz, ABPI's retiring president, said at the dinner how pleased the industry was over the Government's commitment to repeal the "discriminatory and iniquitous" compulsory licensing provision. The industry was equally concerned about extending the life of existing patents from 16 to 20 years. The Lord Chancellor had already committed Government to extending the patent life of all existing patents with more than five years to run and Mr Peretz hoped the Government would go further than this when the matter was finally dealt with at committee stage in the House of Commons.

The ABPI was glad to see the demise of the word "voluntary" in the new price regulation scheme: "There was very little 'voluntary' in the previous agreement and we believe that the new title recognises the realities of the situation." Mr Peretz added that, while being moderately satisfied with the outcome of the present round of negotiations, the industry did not accept the Government's right to decide what was an appropriate level of promotional spending. "We believe that the process of informing doctors about medicines is as important as the process of innovation."

Pharmacists help prevent self medication dangers

Self medication has been a fundamental part of human behaviour since man's existence and would always be so, according to Mr D. Sharpe, member of the Pharmaceutical Society's Council.

Speaking at the Royal Society of Health conference, Eastbourne, last week, Mr Sharpe suggested that efforts to maintain the nation's health should be concentrated towards preventing harm from self medication. Persons other than doctors attempted diagnosis and the potential harm from self medication lay in faulty diagnosis or the selection of wrong medicine.

Diagnosis often came from the person suffering symptoms, a friend or a pharmacist. Mr Sharpe quoted a survey from Professor W. J. Butterfield which found that of 2,500 people, 1,000 treated themselves, the majority of whom obtained medicines from a pharmacy. Another survey from Dr Michael Whitfield, a general practitioner, showed that in 20 pharmacies from eight English towns, over 600 customers specifically asked advice from the pharmacist. In all cases the advice was appropriate.

A Northampton general practitioner, Dr Elliott-Binns, discovered that those patients, in 1,000 surveyed, who had consulted pharmacists on various complaints had not only been given the best advice, but also the lowest percentage of harmful advice. By far the most harmful guidance came from impersonal sources such as women's magazines, home doctor books and television.

Mr Sharpe said that there could be no doubt therefore that the involvement of a pharmacist is a positive safeguard against harmful effects of self medication. The pharmacist had not been trained in diagnosis but nevertheless had a sound knowledge of human physiology and a thorough knowledge of medicines. That coupled with experience from informal consultations with the public enabled the pharmacist to perform "negative diagnosis"—not only recognition of minor conditions but situations where symptoms might be caused by a condition needing medical advice and treatment.

11,000 medicines refused daily

Of the 600 customers in Dr Whitfield's survey who asked for advice, 35 were referred to a doctor without any medicine being recommended by the pharmacist. On this basis 11,000 people were refused medicines in pharmacies every day, Mr Sharpe deduced. Some found it hard to accept that a pharmacist would refuse to sell a medicine, considering that remuneration for such advice could only come from a sale. "The reason is simple," Mr Sharpe said, "the pharmacist has a professional responsibility for his actions, unlike others who are able to sell medicines to the public. Even when a medicine is supplied, the

pharmacist will advise the customer to consult a doctor if the symptoms in question do not clear up in a few days".

Although a higher level of responsibility is now shown by the pharmaceutical industry for its advertising it had to be remembered that advertising was designed either to increase the sales of a particular product or to draw a distinction between similar products. Therefore, said Mr Sharpe, it was of necessity persuasive and there was often a very thin dividing line between the persuasive and the potentially misleading. "In any event it is my view that it is against the public interest to persuade consumers to buy more medicines than they actually need or indeed to take certain medicines in conditions where medical advice should be sought."

Inform public rather than persuade

Under the Medicines Act, advertisements published in the professional Press could not exceed the information given to doctors in the form of "data sheets" and in fact, such advertising had now to be informative rather than persuasive. "Is it not therefore reasonable to propose that the same criteria should apply to advertisements for medicines which the public can buy?", he asked.

Because of the importance of pharmacists' involvement in self medication, "it is vital to ensure a well distributed network of pharmacists throughout the country". Pharmacies have been closing at a net rate of one per day over recent years, Mr Sharpe said, and as doctors moved into health centres and group practices some distance away from the communities which they served, using appointment systems which made it difficult for patients to obtain an early consultation, it was more important than ever to maintain the community pharmacy. The Pharmaceutical Society had made this point to the Royal Commission on the National Health Service.

Mr Sharpe also attacked the Government for allowing the sale of aspirin and paracetamol from the high impulse areas of supermarket shelves. He quoted the Irish supermarket chain which had removed analgesics altogether from its shelves after a dramatic drop in sales when they were placed in kiosks (*C&D*, last week, p588). Very few people actually had analgesics on their shopping lists and their purchase was simply impulse buying.

He pointed out that there was a strong feeling among MP's and consumer organisations that the Medicines Commission should not have succumbed to the arguments of manufacturers and others.

"At no time must we allow the interests of those whose purpose it is to increase the sale of medicines, to outweigh the need for educational and precautionary

measures in the public interest," Mr Sharpe told congress in conclusion.

Dr J. Bradshaw, medical author and investigator, quoted similar surveys to Mr Sharpe but deduced that lay persons rely on advice from friends and relatives, who gave good advice and did not always suggest a patent medicine to be taken.

Speaking on British "barefoot" doctors, Dr Bradshaw accused Mr Sharpe of selectively quoting from the surveys, for, in the Whitfield survey, "for the 600 patients asking pharmacist's advice, 10,000 did not".

Dr Elliott-Binns found that of the 1,000 persons visiting the doctor, 2,285 items of advice received beforehand comprised 727 recommendations to see a doctor, 894 to take a medicine, 286 to take a home remedy and 378 to take some other action and for every item of advice received from a pharmacist, nurse or media, four items came from a friend or relative.

Prescribed drugs often self-prescribed

Dr Bradshaw said that often prescribed medicines were more properly called self-prescribed—either in the home from a previous treatment or "demanded" or repeat prescription. A survey by Dunnell and Cartwright had revealed that 97 per cent of practices had repeat prescription arrangements where the patient did not need to see the doctor and three out of 10 patients chose not to do so (sleeping tablets, tranquillisers and anti-depressants being the most common drugs involved).

If any substantial portion of self managed complaints were undertaken by doctors the NHS would collapse, he said. The laity could hardly be described as showing any less responsibility in drug use than do doctors, since misuse of amphetamines and barbiturates occurred as well as abuse of analgesics and laxatives. "Clearly, if doctors are the commonest and most accessible essential link in the provision of a drug, then one would expect them willy nilly often to be involved in cases of misuse", Dr Bradshaw said.

Dr Elliott-Binns reported seven cases of harmful delay from 2,285 pieces of advice to go to a doctor from non-medical people. Four pieces of advice to go to a doctor proved to be harmful. Much more harmful advice came from the media, Dr Bradshaw said.

Only two per cent of pharmacists' advice was harmful, but not strikingly better than the level of soundness achieved by relatives and friends, and although advice of pharmacists was described by lay people as the most readily accepted, it was sought only once for every 17 occasions on which lay advice was sought.

Of medicines bought over the counter only six per cent had first been suggested by a pharmacist compared with over 40 per cent suggested by friends and 22 per cent not remembered, according to Dunnell and Cartwright.

Pharmacists' advice did not provide a viable alternative to the extended family network, Dr Bradshaw concluded, because such advice was not widely sought. He suggested encouraging the family network by using trained young lay people to act as advisers and counsellors on health maintenance on the lines of the "barefoot doctors in China—but not "another cadre of highly specialised professionals"—rather "trained amateurs".

Letters

RPM breakdown

We read with interest Mr A. R. Ritchie's warnings on the "dire" consequences of RPM breakdown (*C&D*, April 23, p557).

Whilst wholeheartedly agreeing that such a step would be detrimental to the long term welfare of retail pharmacy we take issue on his point that if RPM goes, he foresees a "rapid death to low cost distribution schemes".

We, as the originators of low cost distribution to retail pharmacy, do not supply "ethicals" and consequently cannot rely on the buffers of high value and margins on "ethicals" to maintain and expand an effective OTC low cost distribution service to our Enterprise group members.

If it is a fact that such buffers are needed to underwrite low cost distribution schemes such as the ones named by Mr Ritchie, should not the retailers involved question those wholesalers' systems?

If RPM should go on "ethicals", our Enterprise group members would suffer, like all retail pharmacy, within their dispensaries. However, they need have no fears whatsoever about the continuation and expansion of our well proven low cost distribution scheme.

David Ward-Best
Managing director
Branded Goods Wholesale
(Stoke-on-Trent) Ltd

Clever marketing

Nicholas Laboratories' decision to sell Whistling lollipops will not only, as suggested by "Bewildered" (*C&D*, April 16, p546) increase the demand for Interdents products, but also significantly increase the sales of Aspro. What clever marketing!

Roger L. Hart
Chorleywood, Herts

Where are they now?

I am preparing a history of the laboratory and pharmacy of the Society of Apothecaries and should be grateful if any of our readers could help me to trace whether some of the books which belonged to these enterprises are still in existence.

The goodwill of the pharmacy was purchased in 1922 by Cooper, Son & Co Ltd of 24 Sloane Street, SW1, when "the prescription book and other items were transferred on April 13 and the existing shop closed" (*C&D*, April 1, 1922). On June 3, 1922, it was announced that the wholesale business of the Society of Apothecaries was to be closed and Randall and Wilson Ltd, wholesale druggists of 40 High Street, Southampton, had acquired the process books of the Society except as to certain preparations disposed of otherwise (*C&D*, June 3, 1922). I should be glad of any information about the fate of these firms and about the books.

The last chemical operator at the Hall was Frederick Faroy Shelley, PhC, FIC, who was a member of the British Pharmaceutical Conference from 1913 until 1922. He qualified in Victoria in 1885 and was on the British register from 1917 until 1942. No obituary of him appears in the *Chemist and Druggist* or the *Pharmaceutical Journal*. I should be grateful for any information about him.

Dr T. D. Whittet
Chief pharmacist

Department of Health and Social Security
Alexander Fleming House
Elephant and Castle
London SE1 6BY

Communist drug costs

It was very interesting to read (*C&D*, April 23, p558) that the Communist Party of Great Britain rejects the idea of increasing National Insurance contributions as a means to offset NHS costs.

In the Soviet Union and Bulgaria the patient pays the whole cost of drugs supplied. In Poland the patient pays either 10 per cent, 33 per cent or all of the cost, while in Yugoslavia the charge is 6p an item.

In all those countries oral contraceptives are prescription only and are only supplied to married women who have two children. Two years ago in Bulgaria the retail price of Eraldin tablets was double the price in Great Britain.

A. G. Benham
Manchester

[A spokesman from the Society for Cultural Relations with the USSR has pointed out that drug prices are much lower there than in the UK because of subsidies and the absence of advertising and research costs. Certain categories of patients receive free drugs—Editor.]

Westminster report

Cannabis Control

Asked if it is intended to transfer cannabis and cannabis resin from the list of Class B drugs to the Class C list, Dr Shirley Summerskill said that the Advisory Council on the Misuse of Drugs is at present urgently considering a number of related matters connected with cannabis and cannabis resin. However, the issues are complex and the Council is not expected to be in a position to formulate its advice for some time yet.

Oestrogen in drinking water

Asked by Mrs Joyce Butler how much oestrogen is currently entering drinking water supplies from the use of the contraceptive "pill" or other sources, Mr Denis Howell said there was no evidence of the presence of oestrogen in drinking water, although traces had been found in rivers. Oral contraceptives add little to the total natural excretion of oestrogen by animals and humans. It is removed during conventional water treatment processes.

☐ The human diploid cell rabies vaccine, manufactured in Merieux, France, has now been licensed for both pre- and post-exposure use in the UK, the Health Minister announced this week.

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MOST
EFFECTIVE REMEDY
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HAVE FAILED TO
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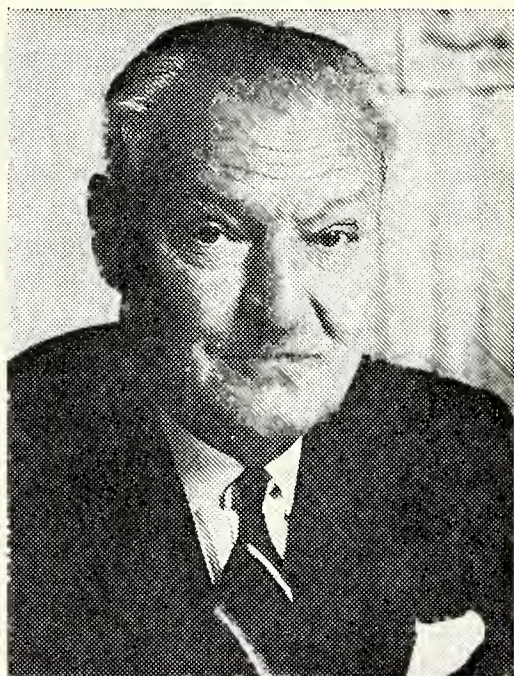
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Distributors for Eire
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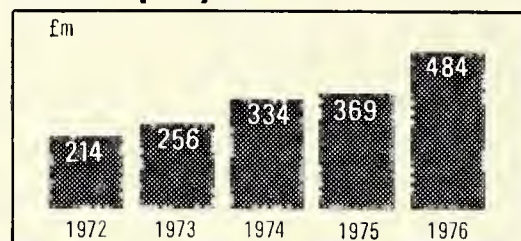
An outstanding year



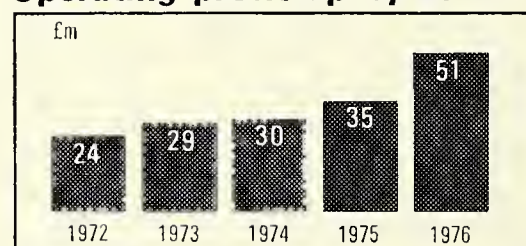
'I am happy to report that again Reckitt & Colman has achieved both record sales and operating profit, with increases in our operating margins. As I relinquish my duties as chairman, I have every confidence that Reckitt & Colman is committed to remaining healthy, profitable and sensitive to the environment in which it operates throughout the world'

A M MASON *Chairman*

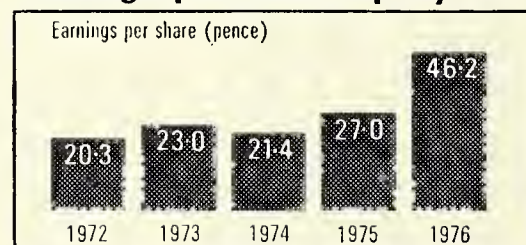
Sales up by 31%



Operating profit up by 48%



Earnings per share up by 71%



Reckitt & Colman has continued to derive benefit from its wide international spread of trading and, despite severe economic difficulties which prevailed in many areas of the world, has achieved record sales of £484 million and operating profit of over £51 million. Of these record figures, 77 per cent of the sales and 82 per cent of the operating profit came from overseas. Exports from the UK rose by 41 per cent to £27 million. All areas of the world performed well, with outstanding progress in Europe and Latin America, and good growth elsewhere. These record results were achieved while maintaining a highly satisfactory cash flow, showing the effect of the priority given to the control of cash resources. Despite the increase of 31 per cent in sales, it was possible to reduce the level of borrowing while continuing a heavy programme of capital investment in the UK and elsewhere.

Reckitt & Colman

Copies of the annual report may be obtained from The Registrar Reckitt & Colman Limited PO Box 22 Hull HU1 3NY

Company News

Unichem warn on problems for independent pharmacists

Britain's independent chemists are facing new problems "in addition to the perennial and increasing burden of Government bureaucracy" warns Mr Michael Frith, chairman of Unichem Ltd in his annual report. "We have recently seen the about-face of the Medicines Commission on the self-service sale of analgesics and there are various other problems, as yet unresolved, any of which could have an adverse effect on independent pharmacy," he says.

Last year Unichem's pre-tax profit increased from £1.2m to £2.1m and the turnover increased 47.8 per cent to £53.3m. The directors recommend a base rebate to members of 6 per cent on all relevant purchases with an additional 1-2 per cent based on the profits of individual cost centres. They also recommend that interest on members' shares be paid at the rate of 15 per cent. Mr Frith comments that these distributions are approaching £1m.

Shell and Naarden to set up joint venture

Shell Internationale Chemie Mij BV and Naarden International NV have completed a study of the aroma chemicals market and the potential impact of petrochemical technology, and are now negotiating to set up a joint company in the Netherlands. Among the first investment projects under consideration is the manufacture of a range of terpenoid products starting from turpentine and petrochemical materials.

The new enterprise would concentrate on the development, production and marketing of aroma chemicals and would not affect other operations of the companies. This collaboration would enable Shell to apply results of their research in a wider field, while Naarden would gain access to additional technology, too expensive to be developed for aroma chemicals production alone.

Pharmaceuticals—Fisons' most profitable division

In the annual report for 1976, the directors of Fisons Ltd state that for the first time a division of the company—the pharmaceutical division—achieved a profit exceeding £10m. Broadly speaking the increase came from the whole spectrum of divisional activity. Continuation of UK sales growth in "ethical" pharmaceuticals, improvement generally throughout Europe and continued good results from Australasia were all particularly noteworthy. Operations in the USA, although still disappointing, showed some improvement.

During the year further launches of disodium cromoglycate products in various forms were made, and progress was achieved in the development of specific new products.

The scientific equipment division made significant progress, with growth coming mainly from overseas since reduction in Government capital spending in the UK has led to problems for this industry. The fertiliser division was affected by the prolonged drought, but was able to increase its market share for both compound and straight nitrogen fertilisers. (Company results: *C&D*, March 12, p350.)

Warner-Lambert record

At the annual meeting in New York, the chairman and chief executive of Warner-Lambert Co, Mr E. Burke Gibling, announced the highest sales and earnings for any first quarter in the company's history. Sales were 7 per cent ahead at \$579.8m, and net earnings rose 10 per cent to \$47.5m.

The president, Mr Ward Hagan, reported that while 1976 had seen the successful introduction of a number of significant new products, an equally ambitious programme had been launched this year.

Seton exports top £1m

Exports by the Seton Group have reached £1m for the first time, after only eight months of their financial year. They have built up an export market to more than 100 countries in their 25 year development, and now regularly ship direct to Europe using their own transport. Last year exports reached £917,000 with group sales totalling £3.25m, but the company is confident of exceeding the 1977 target of £4m, with sales up 25 per cent at home and 35 per cent abroad.

Briefly

The address of the **Gilbert & Armstrong** pharmacy in Whitwell is now The Square, Whitwell, Nr Worksop, Notts.

Boots Co Ltd are closing their branch at Uxbridge Road, Hatch End, Middlesex, on June 11.

CEFIC: The European chemical industry wishes to cooperate with governments on health, safety, and environmental matters, rather than see arbitrary rules applied, states M Jean Couture, president of the European Council of Chemical Manufacturers' Federation (CEFIC) in the 1976 annual report, which summarises current work on such diverse fields as trade policy, distribution and transport, ecology, health and safety, energy and toxicology. A major concern has been the proposed

EEC directive on the compulsory notification of all new chemicals. Copies of the report may be obtained from the UK member, the Chemical Industries Association, 93 Albert Embankment, London.

Mason Pearson Brothers is now a company trading under the name Mason Pearson Bros Ltd, with effect from the close of business on May 5. The management will continue as before.

Cross & Herbert Ltd have acquired the pharmacy of Higgins and Son (Chemists) Ltd, 47 Market Square, Salisbury, Wilts. The business which was established in 1802 will continue under the same name, and Mr M. G. Meadows, MPS, will remain as manager.

Sandoz AG report total sales of Sw fr 4,100m in 1976, 4.9 per cent above 1975, though sales of pharmaceuticals rose by only 1.4 per cent to Sw fr 2,160m. The group gross profit was up 18 per cent at Sw fr 242m, but the net profit fell slightly from Sw fr 72m to Sw fr 71.5m. About 94.4 per cent of the sales were outside Switzerland, the major markets being France, West Germany and the USA.

Appointments

Aerosols International Ltd: Mr Eric Percival Cornell has been appointed financial director. He has been with the company and its predecessors since 1963.

Approved Prescription Services Ltd: Mr Colin L. Mundy, BSc, has been appointed factory manager. He joined the company as packaging manager in September 1974 from Smith Kline & French Laboratories.

Retail Consortium: Mr J. A. H. Norman, chairman and managing director of Owen Owen Ltd, has been appointed deputy chairman following the retirement of Mr George Watts.

Unichem: Mr Peter Donovan has been appointed branch manager at Swansea. He was born and bred in Wales, and his experience has covered the broad principles of management both in the UK and abroad. For the past five years he was group sales manager of a company in the publishing and printing field, and during this time was seconded as general manager to the company's subsidiary in Zambia.



Mr Peter Donovan

Market News

Canton fair 'disappoints'

London, May 4: With more than half of the month-long Canton fair now completed buyers of essential oils and spices have expressed disappointment at the small quantities of produce being offered as well as the high rates being asked.

It seems that after queuing for hours to see their particular contacts they are offered only a small consignment—almost on a "ration" basis. If more can be booked from the reluctant seller it is on a much higher price level.

On the London market business during the week was naturally quiet in spot essential oils and there was no interest in Brazilian oils; prices were virtually unchanged.

Among spices pepper continued to drift from the peak level attained about one month ago. Slightly easier in botanicals were gentian root, hydrastis and witchhazel leaves. Tolu balsam was dearer while copaiba, Canada and Peru were down. Spot ipecacuanha was marked up in view of the shortage from origin.

With the failure of the last spring honey crop in Australia UK buyers have been looking to Mexico for extra supplies. Prices have been fairly stable but should go up again in July when the final portion of the 27 per cent import levy to bring the UK levy in line with EEC, takes effect. The completing portion on July 1 will be 5.4 per cent.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots £0.64½ kg.
Aloin: 50-kg lots £17.00 kg.
Ascorbic acid: (Per kg) £6.87 5-kg; £5.87; 25-kg £5.37 sodium ascorbate, as for the acid; coated, £7.07, £6.07, £5.57 respectively.
Biotin: £6.78 g; 25-g lots £5.48 g.
Calcium carbonate: BP light £125 metric ton.
Calcium gluconate: £1,420 per metric ton.
Calcium pantothenate: £7.29 in 25-kg lots.
Calciferol: (Per kg) £44.90; 5-kg £43.90.
Carbon tetrachloride: BP 5-ton lots in largest drums, £235 per metric ton.
Carotene: Suspension 10 per cent £30.51 kg; 5-kg £29.51 kg. Crystalline £168.68 and £167.68 respectively.
Choline: (500-kg lots) bitartrate £2.25 kg; dihydrogen citrate £2.08.
Cyanocobalamin: £3.48 g; £2.48 g in 100-g lots.
Dexpantenol: (Per kg) £11.46; 5-kg £10.46.
Folic acid: (kg) £41.74, 5-kg £40.74; 25-kg £40.24.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £195; anhydrous £445; liquid 43° Baumé £200 (5-drum lots); naked 14-ton £160 ton.
Mercurials: Per kg in 50-kg lots; ammoniated £7.48; oxide—red £8.82 and yellow £8.54; perchloride £6.14; subchloride £7.82, iodide £8.10.
Mercury: BPC redistilled £7.10 kg in 12½ kg lots.
Nicotinic acid: £3.70 kg (50-kg lots).
Pyridoxine: (Per kg) £25.64; 5-kg £24.64; 25-kg £24.14.
Riboflavin: (Per kg) £28.87; 5-kg lots £27.87; 25-kg £27.37; diphosphate sodium £74.78.
Thiamine hydrochloride: Per kg £15.47; 5-kg £14.47; 25-kg £13.97; mononitrate plus 30p per kg.
L-Thyroxine: £1.70 per kg.
Tocopherol: DL alpha £17.09 kg; 5-kg £16.09 kg.
Tocopheryl acetate: DL alpha (per kg) £15.18, 5-kg £14.18; Dry 25 per cent £14.78 and £13.78 respectively.
Vitamin A: (Per kg) acetate powder 500,000 iu/g, £14.36; £13.36 in 5-kg lots. Palmitate, oil 1 miu £14.63; 5-kg £13.63. Water-miscible 100,000 iu per mm, 6-litre £4.80 litre.
Vitamin D2: See calciferol.
Vitamin E: See tocopheryl acetate.

Crude drugs

Agar: Spanish-Portuguese £5.50 kg spot.
Aloes: Cape £1.38 kg spot; £1.31, cif. Curacao no spot; shipment £1.92, cif.
Balsams: (kg) Canada £11.30 spot; £11.00, cif for shipment. **Copaiba:** BPC £1.95 on the spot; £1.85, cif. **Peru:** £6.25 spot; £6.10, cif. **Tolu** £4.00 spot.
Belladonna: (metric ton) Leaves £1,650 spot; £1,600, cif. Herbs no offers. Root £1,400.
Benzoïn: £93.00-£94.00 cwt spot; £93.00, cif.
Buchu: Rounds £2.25 kg spot; £2.05, cif, new crop March-April.
Camphor: Natural powder, Formosan, £4.90 kg, spot. Synthetic £0.90 kg spot; £0.78, cif.
Cascara: £1,000 metric ton spot; new crop, £930, cif.
Cherry bark: Spot £725 metric ton; £690, cif.
Chillies: Nominal.
Cinnamon: (cif) Seychelles bark £520 metric ton, cif. Ceylon quills 4 O's £0.72 lb.
Cloves: Zanzibar £4,100 metric ton, cif.
Cochineal: Peruvian silver-grey £14.75 kg spot; £14.40, cif. Tenerife black £21.00, cif.
Dandelion: New crop for shipment £1.20 kg, cif.
Ergot: Portuguese-Spanish £1.80 kg spot; £1.40, cif.
Gentian: Root £1.35 kg spot; £1.32, cif.
Ginger: (ton, cif) Cochin £1,300. Jamaican (spot) £2,000. Indonesian £1,120. Nigerian split £850 (spot); shipment £820, cif; peeled £1,020. Sierra Leone £1,125 nominal.
Henbane: Niger £1,100 metric ton spot; £1,050.
Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £695; medium £668; Canadian £690; Mexican £642.
Hydrastis: (kg) £9.40 spot; £9.30, cif.
Ipecacuanha: (kg) Costa Rica £4.90 spot nominal.
Jalap: Mexican whole tubers basis 15 per cent, £1.57 kg, cif. tubers £2.00, £1.30 spot; £1.90, cif.
Kola nuts: Spot £240 metric ton; £220, cif.
Lemon peel: Unextracted £1,250 metric ton spot; shipment £1,200, cif.
Liquorice root: Chinese £400 metric ton, cif. Russian £370 spot; £350, cif. Block juice £147.
Lobelia: American £1,410 metric ton spot; £1,400, cif. Dutch £1,360 spot.
Lycopodium: Russian £5.20 kg, cif. Indian £4.50 spot.
Mace: Grenada unsorted £2,070 ton, fob.
Menthol: (kg) Brazilian £10.25 spot; £10.00, cif. Chinese from £11.80 duty paid; £10.55, cif.
Nutmeg: (per ton, fob) Grenada 80's £1,650, unsorted £1,490; defectives £1,250.
Nux Vomica: £210 metric ton spot.
Pepper: (ton) Sarawak Black £1,555 spot; £1,450, cif. White £1,780 spot; £1,675, cif.
Pimento: Jamaican £1,460 ton, cif.
Podophyllum: Root £850 metric ton, cif, nominal.
Quillaia: Spot £1.15 kg; £0.95, cif.
Rhubarb: Chinese rounds 60 per cent pinky £4.00 kg, cif.
Saffron: Mancha superior £430 kg.
Sarsaparilla: Shipment £1,800 metric ton, cif.
Seeds: (metric ton, cif) **Anise:** China star £710 nominal. **Caraway:** Dutch £970. **Celery:** Indian £580. **Coriander:** Moroccan £700; Indian £530. **Cumin:** Egyptian £580, Iranian £600. **Dill:** Indian £265. **Fennel:** Egyptian £225. **Fenugreek:** £150. **Maw:** £1,170.
Senega: (kg) Canadian £14.70 spot; no cif.
Senna: (kg) Alexandria pods, hp, £1.40-£1.70, manufacturing £0.78. Tinnevely leaves faq No 3, £0.28, faq pods £0.27, hp £0.39.
Syrax: £4.35 kg spot; £4.10, cif, nominal.
Tonquin beans: Spot £1.55 kg; shipment £1.50, cif (Angostura type).
Turmeric: Madras finger £495 ton, cif.
Valerian: Indian root £950 metric ton spot; shipment £920, cif.
Witchhazel leaves: Spot £2.35 kg; £2.00, cif.

Essential and expressed oils

Almond: Sweet in drum lots £1.25 kg duty paid.
Anise: (kg) £17.50 spot and cif.
Bois de rose: Spot unavailable; shipment £7.45 kg, cif.
Buchu: South African £165 per kg spot nominal. English-distilled £300 nominal.
Camphor white: £1.00 kg spot; £1.00, cif.
Caraway: Imported £21.00 kg; English £40 nominal.
Cardamom: English-distilled £280 kg.
Cassia: Chinese £55.00 kg spot; £57.25, cif.
Cedarwood: Chinese £1.25 kg spot; £1.35, cif.
Celery: English £58.00 kg.
Citronella: Ceylon £1.20 kg spot; £1.26, cif. Chinese £2.35 spot; £2.45, cif.
Clove: Madagascar leaf, 2.70 kg spot; £2.70, cif. English-distilled bud £45.00 spot nominal.
Coriander: Russian about £20.00 kg.
Eucalyptus: Chinese £2.25 kg spot and cif.
Fennel: Spanish sweet £11.00 kg spot.
Geranium: Bourbon £36.15 kg, cif.
Ginger: Firm about £85.00 kg.
Lavender spike: £12.50 kg, cif.
Lemon: Sicilian best grades about £14.00 kg.
Lemongrass: Cochin £5.00 kg spot; £4.80, cif.
Lime: West Indian £10.50 kg spot.
Mandarin: £17.00 kg spot.
Nutmeg: (per kg) English-distilled from West Indian £22.00; from East Indian £20.00. Imported £8.15.
Orange: Florida £0.95 kg; West Indian £1.00.
Origanum: Spanish £15.20 kg spot.
Palmarosa: No spot or cif offers.
Patchouli: £10.50 kg spot and cif.
Pepper: English-distilled ex-black £145 kg.

Peppermint: (kg) Arvensis—Brazilian £6.60 spot, £6.60, cif. Chinese £6.00 spot; £6.20, cif. Piperata. American Far-West about £33.00, cif.
Pettigrain: Spot cleared, shipment £5.40 kg, cif.
Rosemary: £5.80 kg spot.
Sandalwood: Mysore £105 kg; East Indian £95.00 kg spot—both nominal.
Sassafras: Chinese £2.90 kg spot and cif. Brazilian £2.20 spot.
Spearmint: (kg) American Far West £18.50. Chinese spot £12.50 kg; shipment £11.85, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Monday, May 9

Brighton Branch, Pharmaceutical Society, Langfords Hotel, Brighton, at 8 pm. Branch representatives motions.

Tuesday, May 10

Croydon Galen Group, Friend's Meeting House, Park Lane, Croydon, at 8 pm. Mrs Manning and Mrs Finch on "The Brontes".

Plymouth Branch, National Pharmaceutical Association, Board room, Greenbank Hospital, Plymouth, at 8 pm. Annual meeting.

Teesside Branch, Pharmaceutical Society, Police Courts, Middlesbrough, at 7 pm. Conducted tour.

Wednesday, May 11

Border Region, Pharmaceutical Society, Redhills Hotel, Durham, at 6.30 pm. Conference with Professor M. D. Rawlins (professor of clinical pharmacology, University of Newcastle upon Tyne, on "Post-marketing surveillance on drugs" and Mr J. P. Bannerman (president, Pharmaceutical Society).

Sheffield Branch, Pharmaceutical Society, Jessop Hospital school of physiotherapy, Sheffield, at 8 pm. Annual meeting.

Thursday, May 12

Sunderland Branch, National Pharmaceutical Association, Ramside Hall, ballroom foyer, Carrville, Durham, at 7.30 pm. Mr J. Charlton, OBE (secretary, PSNC) on "NHS remuneration—the present position".

Advance information

Photographic Dealers' Association: Annual dinner dance, May 11, at 7 pm. King David Suite, 32 Great Cumberland Place, London W1H 7DJ. Tickets £12 plus VAT. Details, Miss R. Drayson, dinner and dance, Photographic Dealers' Association, 238 High Street North, London E12 6SB.

South East England Region, Pharmaceutical Society: Regional conference on "Would nationalisation be the salvation of pharmacy?", Dover Stage Hotel, Marine Parade, Dover, Kent, Sunday May 15, at 10.30 am. Speakers: For, Mr Philip Crees; against, Mr Mervyn Madge (member of Council). Fee £3.25. Details from Mr D. Morgan, pharmacy department, Gravesend and North Kent Hospital, Gravesend, Kent DA11 0DG. (0474 64333 ext 207). Applications by May 7.

Retail data for management: Conference, Portmar Hotel, 22 Portman Square, London W1, June 2-3, at 9.30 am. Speakers from retail, industry and consultative organisations. Fee £125 plus VAT (excluding accommodation). Details from Mr A. Dunn, Online Conferences Ltd, Cleveland Road, Uxbridge UB8 2DD.

Photo World '77: Still and cine camera, films and accessories exhibition. Hall 4, National Exhibition Centre, Birmingham, June 4-7. Details from Fairs & Exhibitions Ltd, 21 Park Square East, London NW1 4LH.

Shopex 77: Shopfitting exhibition, National Exhibition Centre, Birmingham, June 12-15. Details: Mr K. Searby, Westbourne Group public relations department, Crown House, Morden, Surrey.

Other excipients: Conference on pharmaceutical research limitations imposed by excipients, Lorch Foundation, Lane End, Bucks, June 22. Details from Mrs G. de Friez Herd, Elga Group, Lane End, Bucks.

Particle size analysis conference, Salford University, September 13-15. Details from Dr D. Dollimore, reader in physical chemistry, Salford University, Salford M5 4WT.

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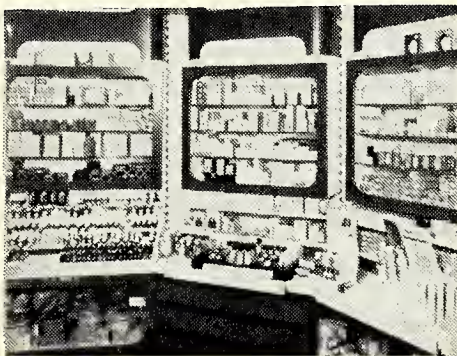
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